

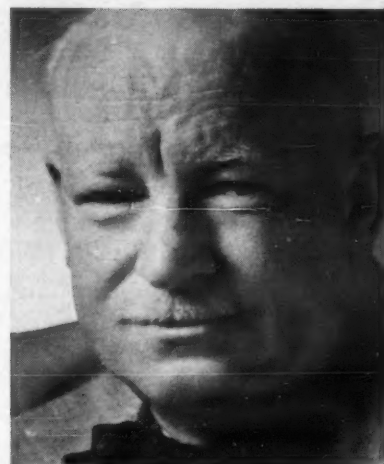
ELECTRICAL MERCHANDISING WEEK

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 93 NO 6

BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

PROGRESS REPORT TO OUR READERS...

A New Look... And A Pledge



Some 15 months ago, ELECTRICAL MERCHANDISING changed from a monthly to a weekly publication frequency. This was a major change in the 50-odd year history of the magazine, now known as ELECTRICAL MERCHANDISING WEEK. The change was designed to meet the faster tempo of the appliance-radio-TV and housewares industries where news, new product information and interpretive analyses of industry conditions had taken precedence over descriptions of successful retailing techniques.

Before we made this change we asked your advice. Naturally, when a company brings out a new product, they like to know just how well the customers like it. Is it achieving acceptance? Is it selling? We are no exception. Back in June, 1959, when we were considering this major change in the design of our product, we had a survey made by an independent research agency (Louis Harris Associates) to determine the dealers' needs and wants in a really useful trade publication in our industry. That survey confirmed our judgment that we were on the right track in switching to a weekly frequency. A daily, especially one covering many product areas of little interest to our readers was also too frequent; a monthly could not hope to be useful to the dealer in the important area of news coverage.

Ever since the change was made we've been taking steps to make sure that you, the reader, liked the new format. Starting in April, after the first four months of switching to weekly frequency, we began a series of telephone interviews with dealers in Cleveland, Boston, Dallas, Los Angeles, New York and Dayton to find out how the new weekly was being received. The reactions were important in helping shape the future "image" of the publication.

In December, 1960, we completed another mail survey of many of the same dealers, who had been surveyed originally, to find out how they liked the new publication they had helped to design. The results, to put it mildly, more than justified our original convictions. They showed that we got top rating from the dealers as the "most excellent" and the highest "favorable" rating among the industry's trade publications.

Your comments continue to help us in editing this magazine. In re-designing a product, whether it be an appliance, a TV set or a publication, the process must be a continuous one. Not just annual model changes, but a continuing evaluation of the function of the product—its usefulness to the customer. And so we have been continually researching and experimenting ways and means to make EM WEEK more readable, more useful, more informative to our readers. The result of some of those researches are incorporated in this issue, to wit:

- A new body type face for easier reading that took months of investigation with type experts to evolve. A new and striking type for our headlines and subheadlines, designed to get the story across to you faster. New techniques of illustration and design of our stories to make them easier to understand. An even greater use of McGraw-Hill's far-flung domestic and foreign news bureaus to keep you abreast of developments, both in the U.S. and abroad. New columns, designed to compress industry information for easy reading—"What's Ahead in the News"; "Straight From Washington"; "Regional Market Reports"; "EM Week Around the World" and others to come.

- Some of these innovations should be self-evident from this issue of the publication. Many others are in the planning stage for the immediate future. For instance, we are planning to bring you "specification sheets" of most of the appliances we deal with in our industry. These "specs" will enable you to judge, within a few pages, the comparative merits, engineering and sales features and, perhaps, comparative prices of most of the competitive brands sold by the dealer. They will even include private brands, wherever possible. This service alone will entail a vast amount of research and thousands of dollars worth of expense. But for thousands of dealers across the country, they will make it unnecessary to consult a multitude of manufacturers' catalogs when checking competitive claims.

- We are also planning to publish what we call a "basic information" series of articles, covering the fundamentals of retailing techniques in our industry. We have done this many times in

the past and, especially, when the need for them in a growing industry was manifest. But an entirely new generation of retailers has been coming on the scene since World War II. And while there have been significant changes in both the methods and techniques of retailing during that period, certain basic patterns are still valid. Sales training, sales compensation, advertising, display, promotion, financing and service, for instance, will never go out of style. And these fundamentals do not necessarily embrace price alone as a sole reason for a customer's purchase. In fact, there has been fast-growing evidence that, in the case of a major purchase such as an automatic washer, a TV set or a dishwasher the customer is becoming more and more concerned with the quality of the product and the nature of the service she may expect if things go wrong. That is where the strength of dealers in this business lies; that is where you are going to succeed and prosper. Our "basic information" series, we hope, will help.

- Finally, we are planning to publish a truly "basic information" book in the forthcoming "Home Goods Data Book" in July of this year. It will be a directory of all the appliance, radio, television and housewares manufacturers in the industry (plus a brand-name directory); a retail operations section covering marketing of all products; an advertising and promotion section; a business and financial section as a guidance for retailers and, finally, a section devoted to basic store operations. It will be the first of an annual series of basic reference books to be published by the magazine.

Thanks to your advice, these are some of the things we have in store for you. Because it is our avowed purpose to make ELECTRICAL MERCHANDISING WEEK not only the finest and most useful publication in our industry, but the finest business paper in the country.

James C. Wray
EDITOR

AHEAD IN THE NEWS

REMINGTON SHAVER DEALERS can now run cut price ads on the Lektronic model and still get co-op money. The company junked its ad policy that denied funds to retailers who advertised certain shaver models at cut prices. Last year, Remington eased 1959 ad restrictions on its Lady shaver and Rollamatic models. Retail co-op ad allowances for shipments made between Jan. 1 and March 25 are \$2 a unit for Lektronic, \$1.25 for Rollamatic, \$1 for Lady. For March 27-June 24 shipments, co-op drops to \$1 for Lektronic and Rollamatic, 75 cents for Lady. ■

MILLION DOLLARS FOR CO-OP included in Fedders' \$4 million, five-month ad push starting April 16. "That's about double what we spent last year," Sales Manager Ed Becker told EM WEEK.

Saturation campaign of 60-second spots on prime TV, radio takes biggest share, puts hard sell on clock-timer model and "77-second instant mounting." ■

WOOD KITCHEN CABINET sales were up 3.48% in 1960, said National Institute of Wood Kitchen Cabinets at Chicago meeting last week. (Report added ruefully that 1959 had been 28% up over

1958.) Member company sales ranged all the way from 40% up to 15% down . . . Steel Kitchen Cabinet Manufacturers Assn. met too, had no figures, announced its Better Kitchen Institute would continue, claimed Builders' Show exhibits prove wood is swinging farther away from natural and into color, the direction pioneered by steel. ■

MUSIC SHOW DATE: July 16-20, Palmer House, Chicago. G-E will be an exhibitor for the first time—stereo consoles, portables. ■

MAYTAG RED CARPET SERVICE CAMPAIGN includes squeal sheet. Customer reports on serviceman, mails form to dealer. Maytag will promote super service to consumers, offer program to qualified service organizations which must specialize in Maytag, be well trained, provide fast service, use decals on trucks and tool boxes, use fully uniformed servicemen who will carry and spread red carpets before starting repair job. Materials available at cost. ■

SERVICE MANAGEMENT touted by factory service managers is major accent at NARDA Service Schools, April 10-12, Chicago, May 1-3, San Francisco; \$75 pays total three day-night tab. ■

Why Ericksen Quit At Easy

Last week's unexpected resignation of Parker H. Ericksen as general manager of the Easy Laundry Appliance division of the Murray Corp. of America startled the industry.

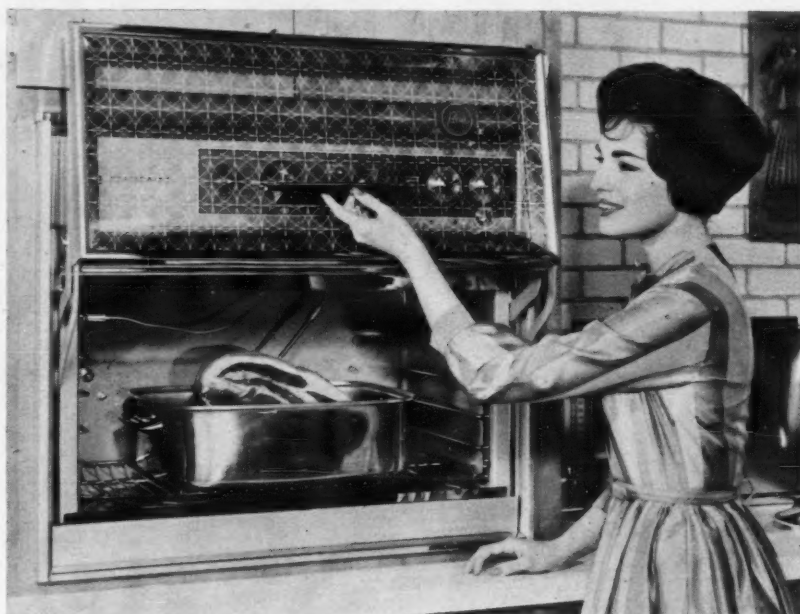
The open secret: The trouble stems from having too many eggs in the wrong basket—the combination washer-dryer. Ericksen also threw up his vice presidency in the Murray Corp., whose president, B. C. Gould, resigned last month.

The publicity release which announced Ericksen's resignation gave him full credit for a major role in deciding to make the combo Easy's major product, then added that consumer acceptance has not yet reached the proportions originally predicted by Ericksen.

Ericksen rather cheerfully admitted that the recession and the "giants" had knocked his plans off. "That low, low price advertising on two-speed automatics can't be beat" he said, adding that Easy had been trying for the past year to go stronger on automatics than on combos.

He was asked about the famous Easy Spin-Dri, held by dealers to be the only conventional washer competitive with Maytag. Ericksen said it was a good product all right and, in fact, sales of the Easy unit were holding up better than industry on conventionals.

No replacements were announced for Gould or Ericksen, who plans a couple of weeks in Florida and then a job. He had no comment on staying in the appliance industry.



Frigidaire Flips Top On Built-In Oven

Flair wall oven now has Frigidaire's free-standing Flair trade-mark—a filigree patterned glass door that cantilevers out and up. More than 30 inches wide, the oven fits into 33-inch cabinets. It comes deluxe or step down.

How New Chairman May Aim FTC

By week's end it was virtually certain that trust-busting Paul Rand Dixon, right-hand man to Sen. Estes Kefauver (D-Tenn.), would be named new chairman of the Federal Trade Commission. He will be replacing Earl W. Kintner as chairman of the commission which has been affecting American retailers more and more (see Washington report, page 4).

What can be expected from Dixon on the FTC? He's experienced there as

a trial attorney before becoming counsel to Kefauver's antitrust committee. Some probabilities:

Mobilization of public opinion behind FTC actions and FTC excursions into the antitrust field, previously a Justice department province.

Opposition to price controls. Recently the Kefauver committee commented extensively on price increases forcing American goods out of foreign markets.

Now Philco Has Coin-Op Cleaner

Latest to jump feet first into what promises to be a distribution hassle of the first order is Philco, which showed its two-hole self-contained, coin-operated dry cleaner in Philadelphia last week.

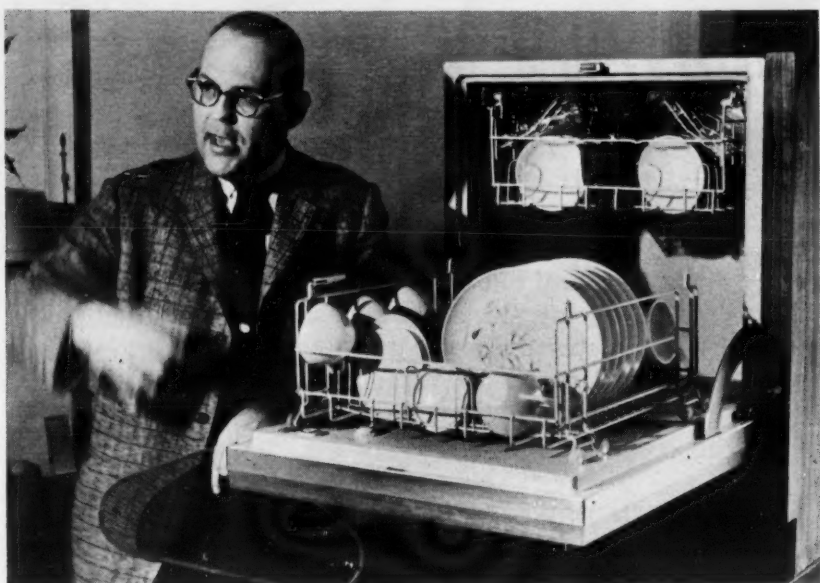
The cleaner, on display at a National Institute of Dry Cleaning exhibit, was a mock-up. And factory men respectfully declined to run a load of clothes through it. But they had plenty to say about how the unit would work—and sell—when it was in production "later on this year."

Unit comes complete with two separate 8-pound drums, a solvent reclaimer and a muck distiller. The whole machine is 8 feet wide, 6 feet high and 2½ feet deep. "It's designed to fit in the same space that three washers would occupy," explained Albert Emanuel II, laundry product manager. "That way we can just pull out three washers and put this unit in."

Any special installation needed? "Just a vent and a water line."

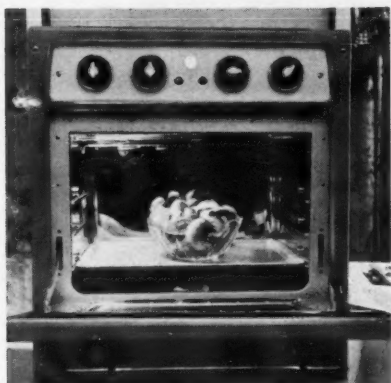
Price will be about \$5,000 a unit, according to John Utz, manager of special markets, who has charge of commercial sales. The cleaner will be set at the factory for \$1.50 per 8-pound load, but operators have the option of changing that setting.

Philco will sell through its commercial laundry distributors. Utz went on to outline. Targets: New-store investors, existing coin-op laundry stores, route operators, motels and professional dry cleaners. In that order? "Maybe," smiled Utz.

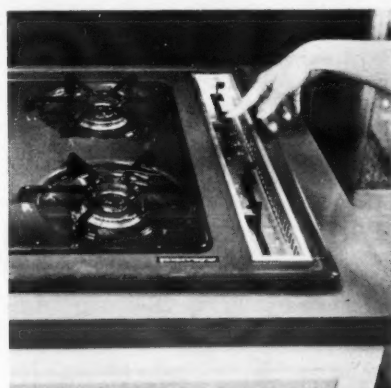


Preway gas dishwasher is pitched by company's W. W. Johnson. Gas unit makes hotter water, Preway claims. Deluxe dishwasher will be available in June.

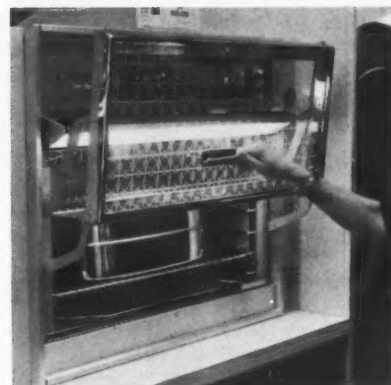
White Goods Activity Strong At Biggest Builders' Show



Tappan retaps electronic cooking with fast-warming Microtron oven. Price is \$795 with a 24-month warranty.



Brown builds builder units for first time. Lever controls mark this \$65 range, offered in colors and chrome.



Frigidaire puts Flair in the wall. Two lift-door models drew traffic.

Appliance manufacturers made a strong start in 1961 on beefing up the builder end of their business which suffered a 17% sag in housing starts in 1960. The number of new white goods products awed 10,000 first day registrants who were seeing the Builders' Show under one roof—Chicago's huge McCormick Place—for the first time.

Top new product was Preway's, and the industry's first gas dishwasher (EM WEEK Jan. 30, page 2), shown off the premises in a Chicago hotel suite to hand-picked builders and utility men.

Tappan came in with a new dishwasher, too, one with Dual Drenching action at \$239.50 plus cost of panels.

G-E dangled a laundry innovation before builders in another hotel suite, this one a prototype washer and dryer pair designed specially for the builder market. G-E, which would not release pictures, said it was taking reaction and might put the pair into production if reaction was good.

The built-in washer closely resembles G-E's new 12-pounder, but features a flip-top stainless steel sink bowl with independent drain system in place of the lid.

Range makers made especially strong passes at builder traffic:

- Tappan came in with a \$795 electronic oven carrying a 24-month warranty. Litton Industries makes the Microtron cooking source for Tappan which manufactures a complete electronic wall oven for Westinghouse.
- Brown Stove showed its first builder line of ranges.
- Frigidaire showed its Flair styling for in-the-wall ovens.
- Waste King showed a 36-inch staggered-burner gas range with burner box that's only 2¾ inches thin.
- Welbilt showed a one-piece, brush chrome electric range whose elements plug in through small holes in the burner pans.
- Whirlpool pushed its Blanket-O-Flame gas range in Chicago, but held its new range line debut for New York showing (see page 8).

Why Sears Sees Gains From Tax Shift Offer

Now that the Internal Revenue Service has agreed to let Sears, Roebuck sell its receivables, some dealers might want to try the Sears gambit which defers some tax payments and picks up immediate cash.

The IRS ruling, however, will interest only dealers who handle their own paper, can find someone to buy their installment accounts receivable, and can get IRS sanction for the move.

The tax shift involves a change in accounting system, from the accrual to the installment method.

Under the accrual method—now used by most retailers—a dealer must pay income taxes on profits made in the year a sale is made.

Under the installment method—the system Sears will adopt—a dealer would pay taxes only as installment payments are collected.

The result would be more of a tax deferral than an actual saving, but it could ease a dealer's current tax load and give him some extra cash in the bargain.

If a dealer makes the change he would pay taxes only on installment payments made during the tax year, rather than on the full value of the installment paper sold during the year.

To compare the two systems, take a dealer who sells a \$500 TV set on an 18-month contract in 1961.

- If he's under the accrual system, the dealer must pay taxes on the full profit in his 1961 tax bill.
- If he's under the installment system, the same

Continued on page 6, column 4

... But Will It Work For You?

There are complications which dealers should consider before making the tax change.

The IRS decision in the Sears case set no precedent. Before a company or a retailer may sell his receivables, Internal Revenue must grant what, in effect, amounts to specific and individual approval.

IRS wants to make sure the concern has actually sold its receivables: Not merely transferred them to a subsidiary operation. Unless IRS approves the change-over—and the sale of receivables—the dealer may still be stuck with a double tax bill.

This is important: Consult IRS before making the tax change.

Then, too, it's not always easy finding someone willing to buy your receivables at terms favorable to you. Sears receivables, of course, will be gobbled up by banks, but most dealers won't find it that easy.

Finally, installment accounting presents a certain risk. In bad years, a dealer can wind up paying more in taxes than under the accrual system.

The Sears ruling could bring one result. It could renew efforts to get IRS to bring out broad rules covering the installment method. This would make it easier for smaller dealers who can't afford the expense of getting a private IRS ruling.

The final verdict on changing systems. It has advantages, but check carefully before you plunge.

STRAIGHT FROM WASHINGTON

SOME STRONG ECONOMIC MEDICINE HAS BEEN PROPOSED BY PRESIDENT KENNEDY. Most of it, if approved by Congress, will lend at least an indirect boost to appliance sales.

Chiefly, these are the things Kennedy is seeking:

Extension of unemployment payments for workers who have used up their benefits, plus other measures to get money quickly into the hands of low-income groups.

An increase in the federal minimum wage.

Substantial federal aid to depressed areas.

Stimulation for the lagging housing and construction industries.

Congress is notoriously fickle. But it certainly appears now that Kennedy will get most of what he wants, even though not in the exact form of his request. He has a powerful ally in the stagnant economy.

Most of what Kennedy proposes was included in the "New Frontiers" social-welfare program he outlined during the presidential campaign. But it now takes on added importance in the eyes of Congressmen as an immediate economic stimulant.

Extended unemployment benefits, a hike in the minimum wage and aid to depressed areas would have effects on retailers, of course, but the best stimulant, so far as appliances are concerned, would come when housing is pulled out of its doldrums.

As the new year started and the Kennedy administration was preparing to take office, the annual rate of new housing starts was the lowest in 12 years. Many economists see relief only in new federal aid.

The housing aid would take the form of lower interest rates and lower down payments on government-insured mortgages and emergency funds to increase federal purchase of mortgages in secondary markets.

A BROADENED DRIVE AGAINST PRICE DISCRIMINATORY PRACTICES BY MANUFACTURERS AND DISTRIBUTORS is promised by retiring Chairman Earl W. Kintner of the Federal Trade Commission.

This will take the form of action against those who previously have been exempt from the price-discrimination provisions of the Robinson-Patman Act because their business does not extend beyond state lines. Robinson-Patman is designed to protect small wholesalers and retailers against cut-rate pricing for or by their larger competitors.

The FTC bases its broadened attack on the theory that most business now is interstate in character even though it may be operating entirely within a single state. The product involved may have been made in another state, or the company involved may be incorporated in another state.

MARKET REPORTS

EAST . . . BOSTON—Appliance dealers reported a strong spurt in the sales of electric heaters because of one of the worst winters in history. They said electric blankets were having probably the best season since their introduction. Good sales of snow clearing devices also were reported because of heavy snowstorms striking between intervals of below-zero weather.

Dealers were using the telephone to spur home demonstrations countering the fall-off in store traffic caused by the forbidding weather.

Optimism was expressed by Howard Arbetter of Berman's Discount House. "The new year has started well and we're looking for a good year of it with the replacement market opening up more than last year," he said.

Frank Archer of Archer Appliance and Television Co. in suburban Chelmsford noted a trend for customers to pay cash (30 to 90 days) to earn a discount.

SOUTH . . . BIRMINGHAM—Ending 1960 on a sour note, the appliance business here got off to a poor start in 1961, but showed signs of improvement the last two weeks.

As in December, biggest sellers last month were laundry equipment and television.

"People have the money to spend," said Kenneth P. Elwell of Birming-

ham Appliance and Radio Co., "but they are not buying on whims or to keep ahead of the Joneses. They want to be sure of what they are getting. These crazy cut prices and discounts are not going to help. We're going to have to 'sell' and sell harder."

A mid-January promotion of laundry equipment turned what started off as a very bad month into a good one for Maytag Sales and Service, according to F. G. Vinyard.

"There seems to be a big unsatisfied demand for washers and dryers," he said, "and when you offer them at reduced prices the buyers come in. But, of course, lower prices mean lower profits and sales have to be good to make it worth while."

Although Christmas business was poor and sales for last year were 20% below those for 1959, Clyde H. Coshatt of Alabama Gas & Electric Appliance Co., expected 1961 to be a good year.

Coshatt said January sales of water heaters have been good but other white goods have been off. Television and stereo kept Christmas business from being a complete flop.

"Sales the first two weeks in January were practically nil," said Alvin S. Billingsley of Billingsley-Duddy, "but since then we have sold a lot of washers, dryers and TVs and for the month they should be about the same as last January."

MIDWEST . . . ST. LOUIS—January electrical appliance business was seasonally slow, but suppliers were readying major promotions to spark new life into sales. The G-E 12-pound capacity washer seemed ready to take off now that supply lines plugged by the Louisville strike were open. One retailer said: "The 1961 has so many good features I'm selling it instead of the 1960s with liberal discounts."

G-E's St. Louis sales leaders reported a sellout following initial advertisement of a new compact stereo at \$159.95 and reported "accumulating back orders" on a 1961 19-inch \$159.95 portable TV.

Harry Brightman Jr., wholesale supplier handling the Admiral line, was readying a full console 23-inch TV formerly sold at \$249.95 to thaw out sales at \$199.95. He reported sales in 1960 ended "ahead of 1959."

Philco claims to be coming up with a block-buster—a FREE \$179-value portable sewing machine (Japanese 'Brothers' model) with each purchase of a deluxe washer-dryer combination at suggested price \$279 for washer and \$189 for dryer, including trade-ins. For the price-conscious trade, dealers are showing "fully automatic washer" at \$168.

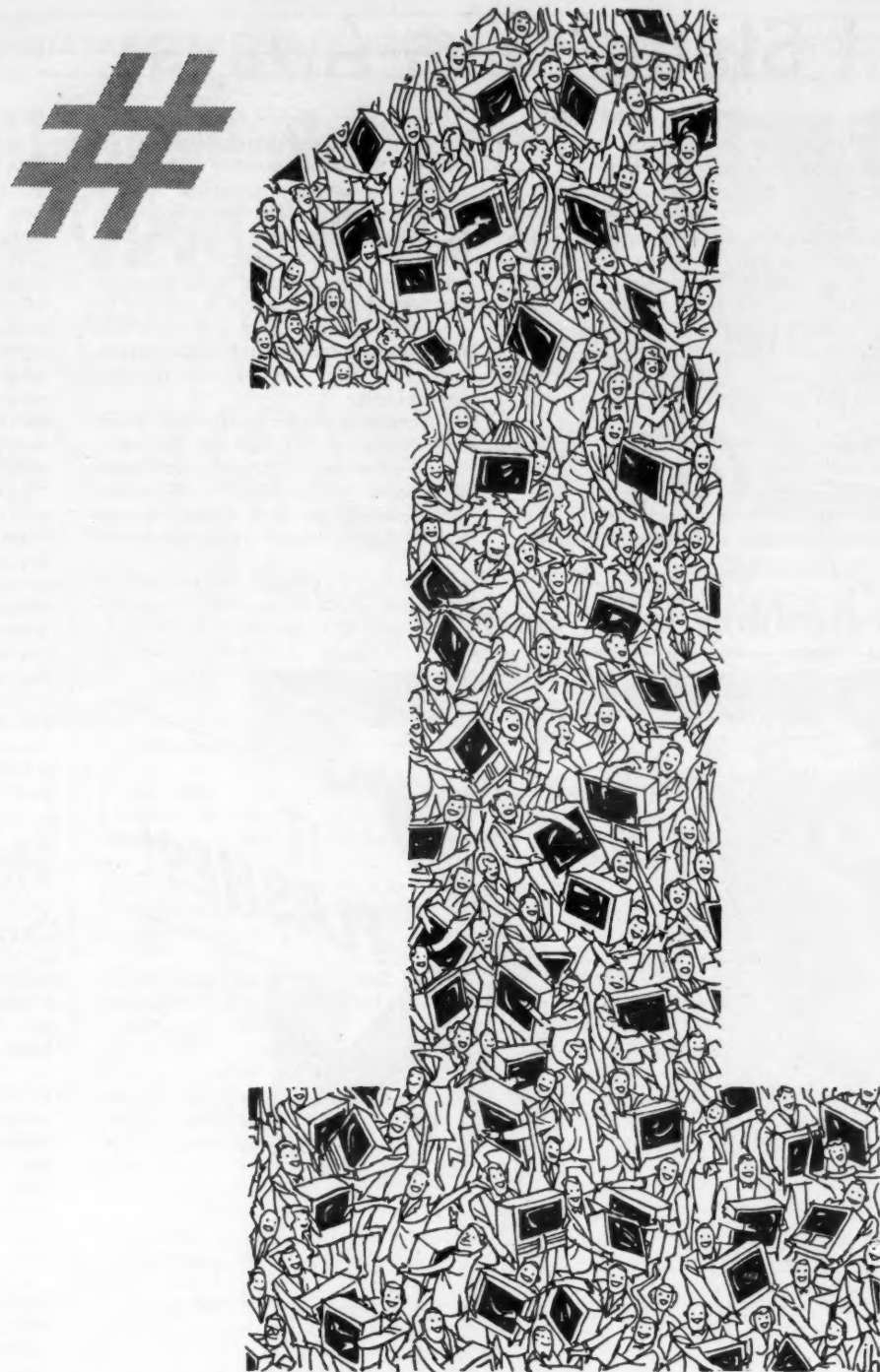
Sears, Roebuck reported sales were moving "fairly well" until the weekend snowstorm ended Jan. 21, followed by near-zero weather. "Most new major appliance items have added features," and are being offered about 5% under 1960 prices.

WEST . . . SEATTLE, WASH.—January was a poor month for most appliance and TV dealers in the Seattle metropolitan area, but there were exceptions.

A new location and an unusual promotional twist sent sales at Lib's Bellevue Electric up more than 10% from a year ago, after a "terrific December," said Owner Lib Tufarolo. The new location makes parking easier and brings customers into the store in a "more relaxed frame of mind." After promoting a "white sale" each January in recent years, Lib switched to a "white and brown sale" this year, adding TV and stereo to the white goods previously featured.

Another believer in January sales is Dave Piper, appliance manager at Frederick & Nelson's department store, who makes a January clearance sale in refrigerators an annual feature. He took advantage of a good buy in Frigidaires, retailing at less than \$300, to push sales 3% ahead of the same month a year ago.

Fred R. Mast of Mast's, Inc., with one store downtown and two in the suburbs, credits an "upsurge in appliances" with boosting his sales 15% above last year. Barney Sheafers, merchandising manager at the MacDougall-Southwick department store, also found January "all right . . . better than last year." But another store only two blocks away reported sales down 34% and looks for a "rough spring."



Why dealers rate Sylvania TV #1 for profit

In an independent survey of TV dealers coast to coast, Sylvania TV was named #1 for profit among five leading brands . . . and there are 3 BIG REASONS:

1 PRODUCT—Sylvania leads the way in innovations that build traffic and store reputation . . . first with shatterproof safety shield, and first with Reflection-Free TV.

2 PROMOTIONS—Sylvania helps the dealer every step of the way . . . supports the dealer with complete promotions like the big "Birthday Bonus" now going on.

3 PRICING—Sylvania pricing lets every dealer close each sale with a comfortable profit. (Wouldn't you like to do the same? Your Sylvania distributor can tell you how.)

That's the way TV dealers all across the nation see it. But why don't you see the proof for yourself? Make your own survey of your Sylvania Distributor's price sheet . . . it can become your profit sheet.

Quality you can bank on . . . in TV, Stereo Hi-Fidelity, Radio

Sylvania Home Electronics Corp., Batavia, N. Y.

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**



How To Fight Stamp Give-Aways

A Chicago food chain is challenging stamp plans with a development of its own. If it clicks, some dealers may want to try it.

Model Foods, Inc., calls its idea "Bank-Bucks" and promotes it as a consumer profit-sharing plan.

Its primary purpose, Model Vice President Jim Marshall explains, "is to fight stamp plans."

Bank-Bucks was specifically developed for Model's two giant suburban supermarkets, says Marshall. "But it can be adapted to other types of retail outlets."

Here's how it works: Customers are given Bank-Bucks savings cards—much like meal-ticket cards—worth

\$10 when completely punched out.

For each item purchased, the customer gets a penny refund which is punched out on the card. Special "Bank-Bucks Bonus Buys"—changed each week—are worth an additional 10 cents to \$1 in punches.

When the card is completed, Model opens a \$10 savings account in the customer's name at a local bank. Each additional \$10 card is added to the account, which also produces interest for the customer.

Philosophy behind the idea is that something as tangible as a bank book—and a growing savings account—has greater consumer appeal than either stamps or free merchandise.

Thus far, the philosophy seems valid. "It's been better than anticipated," Marshall beams. "Plenty of new customers and existing customers are buying more from us."

A steady customer, Model's advertising points out, should be able to bank between \$50 and \$150 annually through Bank-Bucks.

What about other stores? Model, so far, has tried the idea only in its own supermarkets.

Eventually, other retailers in Model trade areas will be given an opportunity to come in. "Right now," Marshall says, "we're thinking of extending Bank-Bucks to a filling station. Later, maybe some other stores will

want to give it a try. The more people on the wagon, the better off we are."

Next step would be franchising. "We're still compiling the necessary statistics," Marshall explains. "We should be able to talk about franchising in one of two ways, both involving supermarkets."

A franchise could go to a lone supermarket which, in turn, would sell the idea to other retailers in its trade area.

Or the franchise could go to a shopping center which contains a supermarket. Other retailers in the center would then cooperate with the supermarket in the Bank-Bucks plan.

Why the stress on supermarkets? "You have to have a supermarket to make this effective," says Marshall. "Only a supermarket gives you the volume you need to make it click."

What about dealers? "This thing can work for everyone," says Marshall. "With a little adaptation, it can work for any sort of a retail operation."

Dealers, Marshall points out, could give savings card punches on a penny-for-a-dollar basis. A customer buying a \$300 TV set would get \$3 worth of punches.

How Sears Sees Tax Shift

CONTINUED FROM PAGE 3

dealer would pay 1961 taxes only on the installments actually paid in 1961. He would pay the rest of the tax bill, when the rest of the installments are paid in 1962.

Both dealers would eventually pay taxes on the full profit on the \$500, but the dealer using the installment method could spread his payments over two years. This is why it's really a tax deferral, rather than a true tax saving.

The dealer would get a tax break the first year he adopts the system and Sears, which plans to sell \$1.1 billion in installment receivables, admits it's going after a one-shot tax advantage.

Dealers must sell receivables to carry out the change, or they're in danger of paying double taxes.

The IRS says a concern, in the first year it adopts the installment system, must pay taxes on every dollar collected even though it might have already paid a tax on the same dollar the year before when it was still using the accrual method.

Again take the dealer and the \$500 TV set.

He sold the set in 1960 while still using the accrual system, and paid taxes on the profit on the \$500. He then switches to the installment system in 1961 and finds himself paying taxes on the profit contained in payments made on that same TV set during 1961.

The Treasury won't amend its double taxation rule, so companies making the switch must sell all their receivables before entering a new tax year.

By selling his receivables the dealer can pick up some hard cash—immediately.

He would, of course, have gotten the cash when all of his current contracts were paid off, but this way he gets it at once and in a lump sum. And this is one of the choicest reasons for making the change.

NEW! silent flashing light alarm!



FREE ILLUMINATED DISPLAY

Helps sell America's newest, most unusual alarm

3-PACK ASSORTMENT NO. 29004

- Silent Flashing Alarm Wakes Customers Gently.
- Tested and proved in thousands of homes.
- Audible Reminder. Luminous Dial and Hands.
- EXTRA! 14-Day Home Trial Offer!

- 1 No. 20024 Antique White
- 2 No. 20026 Buckskin Beige

DEALER COST \$22.65

NEW 4-PACK ASST. 29005

Colt-Dash Best Sellers! \$4.98 — \$5.98 retail. Self-Easeling display. Break-Resistant Cases with 5-Year Guarantee!

DEALER COST:

\$14.72

5% on 6 or more Westclox Electrics



depend on

WESTCLOX electric

MAKERS OF BIG BEN • WORLD'S LARGEST MANUFACTURER OF TIMEPIECES • LA SALLE-PERU, ILLINOIS



House-To-House Needs 5 Ways To Open Doors

Are you a housewares manufacturer looking for new channels of distribution? Maybe the house-to-house credit selling market is the answer.

Are you a store owner whose sales have fallen off? Maybe a door-to-door salesman got to your customer first.

Every year an increasing number of housewares producers, faced with more production than they can sell through regular channels, are going into the \$1 billion direct-selling market to turn a buck. Is it for you?

Here are five important conditions house-to-house retailers told EM WEEK you must meet before you can hope to interest a door-to-door seller.

1. A Product That's Different. Today more and more manufacturers are making special products for the direct selling market. At the national trade show of the house-to-house industry, held last week in New York, Westinghouse brought out several electric housewares especially for the door-to-door credit sellers. Called Royal Lady, products included a roaster oven, a hand and stand mixer, two heating pads, a vacuum cleaner and fans.

John Oster Manufacturing Co. displayed a mixer, a hair cutting set and a shaver. The shaver, which looked like a Sunbeam model, had an Oster paper label pasted on it. The company said it was using the items as a "trial balloon" to see if it had anything to offer the house-to-house industry.

Most manufacturers still use their regular numbers with some modifications (a different color or name) for the direct-selling market. But in

order for a door-to-door retailer to sell an item he must offer the consumer something she can't find in the stores.

2. A Price That's Low. Direct credit retailers normally get a three-time markup on their wares. The cost price, therefore, must be low enough so that the high markup doesn't price the item out of the market.

3. Service and Quality. The house-to-house retailer, more than any other type of dealer, depends on repeat business from his customers. He can't afford to get kickbacks on the merchandise he sells. If there is a repair problem, as there occasionally is with electrics, he wants to be able to get the item repaired quickly. Some door-to-door sellers won't do business with a producer who doesn't have service stations. Most also demand that manufacturers offer liberal warranties. On defective merchandise retailers want immediate replacement.

4. An Item That Lends Itself to Demonstration. A good example of this is melamine dinnerware, which was pioneered by the house-to-house industry. A salesman can drop a platter on the floor and show the potential customer that it's unbreakable. Door-to-door canvassers rate demonstration as one of the most important selling points.

5. Packaging. The door-to-door seller, in most cases, has to carry his stock around with him. Give him a package that's not bulky and can be handled easily. Presentation is also very important so make the package colorful and easy to display.



Scrambled eggs the greaseless way with \$6.98. Teflon-coated T-Fal skillet.

Is Greaseless Cooking Coming?

Teflon, a TFE-fluorocarbon resin (tetrafluoroethylene) may make cooking with grease old-fashioned. At least that's what Henry McNulty, president of T-Fal Corp., Baltimore, is hoping. His company is trying to get nationwide distribution of a French-made Teflon-coated 10-inch aluminum skillet.

At least one American manufacturer—Mirro Aluminum Co.—told EM WEEK it's interested in greaseless cooking, too. "We worked on the problem of coating cooking utensils with Teflon a couple of years ago," explained G. C. Kubitz, Mirro vice president. "But we didn't have too much luck. The process was quite expensive and the finish didn't last very long. It would begin to chip and crack after about six months.

"But now we're in it with both feet. This new French process for bonding Teflon to metal is relatively cheap and it seems to wear well. I've had a skillet for over a year and it's still in good shape," said Kubitz.

The Mirro executive wouldn't elaborate on the company's plans for making Teflon-coated cooking utensils, but predicted great potential.

Other manufacturers reserved comment on plans for making greaseless cookware. The consensus was that "it's still too expensive. Du Pont has been working on a process for a couple of years. We'll start thinking seriously about Teflon when it's perfected."

"We've already got the skillets in Sterns and Macy's in New York, Jordan Marsh in Boston and Gimbels in Philadelphia," McNulty said. "And we're negotiating with Sears and J. C. Penney."

"We're starting with the skillet," he continued. "When we get distribution, we'll bring the rest of the line into this country. We've been approached by a half a dozen American manufacturers who would like to use our process here."

It looks like a conventional skillet: It's Teflon-coated inside surface is light grey in color and slippery to the touch. Virtually nothing sticks to the surface and it's possible to fry foods without any fat at all, a process that's expected to appeal strongly to weight- and cholesterol-conscious Americans.

EM WEEK REPORTS

HOUSEWARES

"YOU CAN'T TAKE YOUR TV SET SHOPPING like a newspaper or magazine ad." So said Gerald Light, Schick's marketing vice president, as he explained Schick's decision to concentrate the bulk of its ad money for the first quarter in newspapers and magazines instead of TV.

Schick will pack more than a half a million dollars into February and March ads to "create an off-season shaver event."

Two-color ads will tell of Schick's "More Than Your Money Back" campaign. Every Schick 1066 shaver sold will carry a "14-day free trial or your money back"; with the shaver the customer gets a free manicure set that he may keep if he should return the shaver. ■

BUCK ROGERS NEVER HAD IT THIS GOOD. Want to open all the draperies in your home simultaneously from one spot? You can (even while still in bed, if you want to) with the new Electric

Traverse Rod (E-1) that Kenney Manufacturing Co., Cranston, R. I., unwrapped in New York last week.

Primary market for the remote control traverse rod will be architects, interior decorators, department stores and appliance dealers.

Low end is \$160 (excluding installation) for the 12-foot unit. Prices go up from there depending on decorating needs. ■

ANOTHER AIR PURIFIER is being introduced by the newly formed commercial products division of the Nucleonic Corp. of America. Called the Ion-air, the purifier carries a suggested retail tag of \$69.50. ■

FANS ARE BEING TURNED OFF AT SIGNAL ELECTRIC, a division of King-Seeley Thermos Co. The company has discontinued its line of Signal fans, but has announced it will honor its five-year guarantees on merchandise now in the field and homes. ■

These Lines Made Bows Last Week

RCA WHIRLPOOL showed new ranges, air conditioners

Leading the long line of new products that made the even longer trip from St. Joseph, Mich., to New York last week for a press showing was a \$2.5 million range line. But close behind—and stealing at least some of the spotlight—was a basically unchanged dishwasher line, newly styled air conditioners, one new disposer and a coin-operated dry cleaner.

Ranges, with 45 basic models in the combined gas, electric, free-standing and built-in line, feature Whirlpool's first all-out redesign since 1956. Backsplashes are tall, simple, unclut-

tered and easy to clean (see pictures below).

As for styling, top models in all three sizes of free-standers (30-, 36- and 40-inch) have a lighted gourmet shelf that flips up to reveal space for storing spices. Surface controls are surface-mounted, with flip-up control knobs that lie flat when not in use.

One new series for Whirlpool: 30-inch modular gas and electric "set-in" ranges. All-in-one oven and surface unit package must be dropped down into an open-front counter cabinet.

Air conditioners in Whirlpool's 1961 offering come in five series, three of them new:

The Metropolitans are instant mounts with capacities from 6,600 to 9,000 Btu.

The Supers have capacities of 22,000 Btu and can be installed over transoms, through basement windows or through walls.

The Casement is just that, with a capacity of 8,200 Btu.

Still in the line, but restyled, are the Custom and Deluxe series.

Dishwashers are basically the same with some styling changes. One addition to the line: A middle portable.

CHRYSLER unveiled new sizes, styles, in air conditioners

Rolling into New York for a show-

ing last week, Chrysler's Airtemp division brought with it four new series of air conditioners and some exciting decorating ideas.

The Imperial series boasts a decorator front panel (see picture below), which has a removable gold front—remove it, turn it over, and you can paint, paper or fabric-cover the back of the panel.

The Power King series has 11 models, all with instant-mount kits. Models have Chrysler's air door, which can deflect air flow from 15 to 90 degrees, either toward the ceiling or straight across the room.

The Titan series includes the big units, with capacities running up to 28,000 Btu per hour.

The Casement series, a first for Airtemp, again, is just what it says.

Whirlpool ranges run the gamut from deluxe gas Mark 36, left, to modular electric oven, right.



Chrysler "Imperials" have changeable panels.



EM WEEK REPORTS

APPLIANCE-TV

ADMIRAL'S BACK IN 17S—TEMPORARILY. Basic ideas behind the one-shot production run, according to Vice President Ross Siragusa Jr. are:

- (1) Stimulate first quarter sales of 19s.
- (2) Furnish a promotionally priced set. The 17 can be advertised from \$128 to \$148. Although the plan varies from distributor to distributor, some are offering dealers one 17 for every pair of 19s they purchase. Will Admiral stick with 17s permanently? "Very doubtful," explained Siragusa.

"WHERE WAS CHRISTMAS?" That's the plaintive cry in the National Assn. of Furniture Manufacturers' year-end report. Industry shipments were off 5% and orders off 10% from 1959. Despite the decline, 1960 ranked as furniture's second best year. Total shipments were estimated at \$2,660,000,000, compared to record 1959 with shipments at \$2,800,000,000. But December came a cropper with shipments off 15% from 1959.

BROWN GOODS EXPORTS FOLLOWED THE DOWN TREND described by President Kennedy in his state-of-the-union message. But total U. S. exports of electronics jumped to an estimated record high of more than \$450 million—better than 12% over 1959. Exported consumer electronic

products accounted for an estimated \$70 million, says the Commerce Department. TV receiver shipments, however, dipped from about \$18 million to \$14 million in 1960; radio receivers were down from just over \$4 million to \$2.8 million and radio-phonos fell from \$917,000 to \$500,000.

JAPANESE TIDE KEEPS ROLLING IN. New highs were set for the first nine months of 1960, latest BSDA figures on Japanese exports to U. S. show. Here's a look at nine-month figures, compared with same period in 1959: 536,000 tube radios: up 233,000 in units, up more than 300% in dollars; 2.9 million radios with three or more transistors: up 495,000 in units, down \$5.3 million in dollars; 21,000 radio-phonographs: up 9,000 in units, up 200% in dollars.

WILL UTILITIES GET INTO AIR CONDITIONING? Yes, if plans in Hartford are successful. Hartford Gas Co. will pump chilled water from a \$3 million plant to cool new downtown buildings on a two-mile pipeline. In on the deal: Carrier Air Conditioning. Estimated annual revenue for utilities from 50 heating and cooling projects around the nation: \$80 million to \$100 million.

THOSE LONG-AWAITED MULTIPLEX STANDARDS? They may be set by FCC around March 1, says the commission's Harold Kassens.

YOUR personal BUSINESS

Do you have any questions you'd like to see answered in Your Personal Business? Since we don't have a full-time Personal Business editor, we can't promise to send you individual answers—like the advice to the lovelorn columns. But we'd like to know what sort of questions you have. And we'll try to cover as many of them as possible in future columns. Write: Your Personal Business, EM Week, 330 W. 42nd St., New York 36, N. Y.

▲ ▲ ▲

Looking for legal ways to cut your income tax? The Research Institute Tax Staff, New York, had these suggestions in a letter pushing its weekly tax saving recommendation service:

If you're getting a raise in salary, say \$1,000, you'll find the tax on it runs high; let's say around \$400. After 10 years, at that tax rate, the raise would pan out to only about \$6,700. But, if you could get your employer to give you the \$1,000 in a plan that makes it a capital gain, you would have some \$9,000 after 10 years.

If you receive a sizable amount in dividends each year, say \$4,000, taxes shrink it almost in half, let's say to \$2,440. But, if you own other income-producing property, for instance your store, you can get around this shrinkage. How? Incorporate your business and transfer your dividend-paying stock to your own corporation. Result: Where you, as an individual, were taxed 43% on your dividends, your tax now is less than 5%. After 10 years of dividends at \$4,000 a year, you would realize only \$27,336 under the first method above. The second method, though, would bring you \$43,291—all of it a low-taxed capital gain.

▲ ▲ ▲

How do your dental bills stack up against those in other parts of the country? Latest figures available from U. S. Department of Labor, Bureau of Labor Statistics cover 1958. But, though bills might have risen slightly since then, it's reasonably safe to assume proportions for different parts of the country will have remained about the same.

Taking a simple amalgam (that's the silvery-looking material) filling, here are some average costs, running from low to high: Cincinnati, \$3.67; Atlanta and Minneapolis, \$4.33; Chicago, Houston, Pittsburgh and St. Louis, \$5; Cleveland and New York, \$5.33; Washington, D. C., \$6.33; Los Angeles and San Francisco, \$8.

▲ ▲ ▲

If you suffer a cardiac ailment, you should have a routine influenza vaccination. That's what the American Heart Assn. and the National Health Institute of the Public Health Service are urging.

Why? People with cardiovascular or pulmonary disease are more susceptible to the hazards of influenza than the general population. During the flu epidemics of 1957, 1958 and 1960, for instance, there was a higher fatality rate among patients with cardiac diseases.

Another timely health tip: Don't stuff yourself with vitamins just because it's winter. Though these snowy months bring colds, flu and the like, vitamins aren't the answer, says a spokesman for the American Medical Assn.

"The basic need for nutrients is no different in the winter than during the summer," explains Philip L. White, food and nutrition expert. "It has been claimed that large amounts of vitamin C will help protect against flu and the common cold, but there is no good medical evidence in support of this."

And watch out for quacks peddling health machines, warns the AMA. In such diseases as cancer, TB and heart trouble the time wasted with such machines could well prove to be fatal.



"It's not a faulty X-ray—that must be two ulcers. I've got two stores."

A DISTRIBUTOR SALESMAN



Live Demonstrations Reappear Despite Flashing Smiles Of TV Lovelies

It seems only a short while ago that the air was filled with dire predictions that the "live demonstrator" was rapidly becoming a Vanishing American destined soon to take his place alongside the iceman, the street-car conductor and the buffalo-hunter.

I mean that "live demonstrator" type of salesman who rolled up his sleeves and showed the benefits of using his product by giving a "live demonstration" of how it worked.

By now, in the "soaring '60s," this type of salesman was supposed to be in the mothball museum along with the silent movie stars and six-day bicycle riders.

All I can say is that, to paraphrase Mark Twain, the reports of the death of this salesman have been greatly exaggerated.

Lately, I have seen more distributor salesmen lugging radios, television sets and other appliances into dealer stores than I have in a long time. This buggy-lugging by salesmen is being done for only one reason: To give an actual demonstration of the product.

I realize that this just doesn't fit into the concept of "automated-selling" as conceived by some of the ultra-moderns who feel that the only important "live demonstration" should be one that is performed on a major network television show.

But when that 110-pound female announcer lifts a portable television set with one finger and smilingly dangles the 40-pound receiver before millions of viewers, her sales message may motivate consumers but will reach few, if any, appliance dealers.

Video tape and flashing feminine smiles so far have not proved to be effective substitutes for actual in-the-store demonstration as a convincing method to sell the dealer.

I have no wish here to minimize some of the notable achievements of television as a splendid medium of "live demonstration." The spectacle of a Bufferin racing an aspirin into the stomach lining is, to me, downright enthralling. And who can ever forget the television commercial which proved that civilized man finally could write with a ball-point pen at the bottom of a tank of water?

These are feats of sales drama which speak for themselves.

However, appliance dealers, almost to a man, all seem to come from Missouri. And servicing appliance dealers, it might seem, are all really top-notch industrial designers who merely work at retail for a hobby. At least that is the impression that many of them give when it comes to product analysis.

Brigitte Bardot could do the commercials on television and dealers still would remain unconvinced of the merits of the product. The dealer, like the man from Missouri, has to be shown and somehow he just can't be shown with a television commercial even if the program that goes with it has a top Nielsen rating.

If the dealer doesn't sell himself on the product, it is up to the distributor salesman. And in this connection, the primitive, old-fashioned "live demonstration" right in the dealer's store is still an extremely persuasive deliverer of the sales message.

ABOUT THE AUTHOR—The creator of this column is a well-known distributor sales manager who, for obvious reasons, doesn't want to be identified. His free-wheeling comments will appear here each month.

EUREKA SALE

3 MOST POWERFUL SELLING

1. Vibra-Beat

2. TRIIPLE-FILTER

3. Sanitized[®] DUST BAGS



NEW EUREKA
VIBRA-BEAT LINE

EUREKA Custom Vibra-Beat Model 1020-A—Everything new that is known about better cleaning. Custom Vibra-Beat nozzle—Triple-Filter—Extra-large disposable Sanitized dust bag—Over 1 H.P. motor—New Power Selector—Deluxe 11-pc. set of cleaning accessories—Handy-Pak accessories kit—New top release—Step-on toe switch—Swiveling hose connection—Unbreakable nylon hose—Ball bearing wheels—Vinyl bumpers—New vinyl handle. Stands on end, stores in inches.

EUREKA Vibra-Beat Model 980-A—Complete with every feature, every advantage. And still priced way low! Vibra-Beat—Triple-Filter—Double-size disposable Sanitized dust bag—Over 1 H.P. motor—Deluxe 10-pc. set of cleaning accessories—Clip-on tools—Step-on toe switch—Swiveling hose connection—Unbreakable nylon hose—Power adjuster—Ball bearing wheels—big, convenient handle—Vinyl bumper.



EUREKA Vibra-Beat Model 880-A—More cleaning power, better cleaning features than you've ever been able to offer before at anything like the new low price! Vibra-Beat—Triple-Filter—Sanitized disposable dust bag—Over 1 H.P. motor—Deluxe 9-pc. set of cleaning accessories—Clip-on tools—Swiveling hose connection—Unbreakable nylon hose—Power adjuster—Ball bearing wheels—Carrying handle—Vinyl bumpers.

S POWER FOR '61

FEATURES IN THE INDUSTRY

NOW
at popular prices!

DIRT CAN'T HIDE FROM IT!

Vibra-Beat

...beats out dirt ordinarily left in the rugs!



on every canister
in the '61 line!

DUST CAN'T ESCAPE FROM IT!

TRIPLE-FILTER

traps traps traps

...dust ordinarily blown back into the room!

on every canister
in the '61 line!

LOCKS IT IN

A Sanitized DUST BAG

Impregnated with laboratory approved germ fighter to inhibit bacteria growth

PLUS BIG MAKE-MONEY DEALER MARGIN

There's no competition for these money-makers. They have all the deluxe features! AND—you can sell them at a price to meet and beat anything on the market and still make an honest profit!

No tricky pricing. No "rigged" deals. No price leaders tied to merchandise you can't sell. Eureka has a full step-up line with a solid dealer profit all the way up!

**EUREKA'S
RED HOT**

FEATURES SPEAK FOR THEMSELVES
AND THEY TALK SALES!

EUREKA WILLIAMS COMPANY
A Div. of National Union Electric Corp. Bloomington, Illinois

NOW! TWO Red Hot Promotional Models Made to Sell with Full Dealer Profit



Model 860 A-B
Only budget-priced cleaner on wheels!

Sanitized® Dust Bag
Over 1 H.P. Motor
8-pc. Accessories set
Clip-On Tools



Model 808-A
Eureka's great more-for-the-money model!

**TURN ON
THE SALES
POWER
TODAY!**

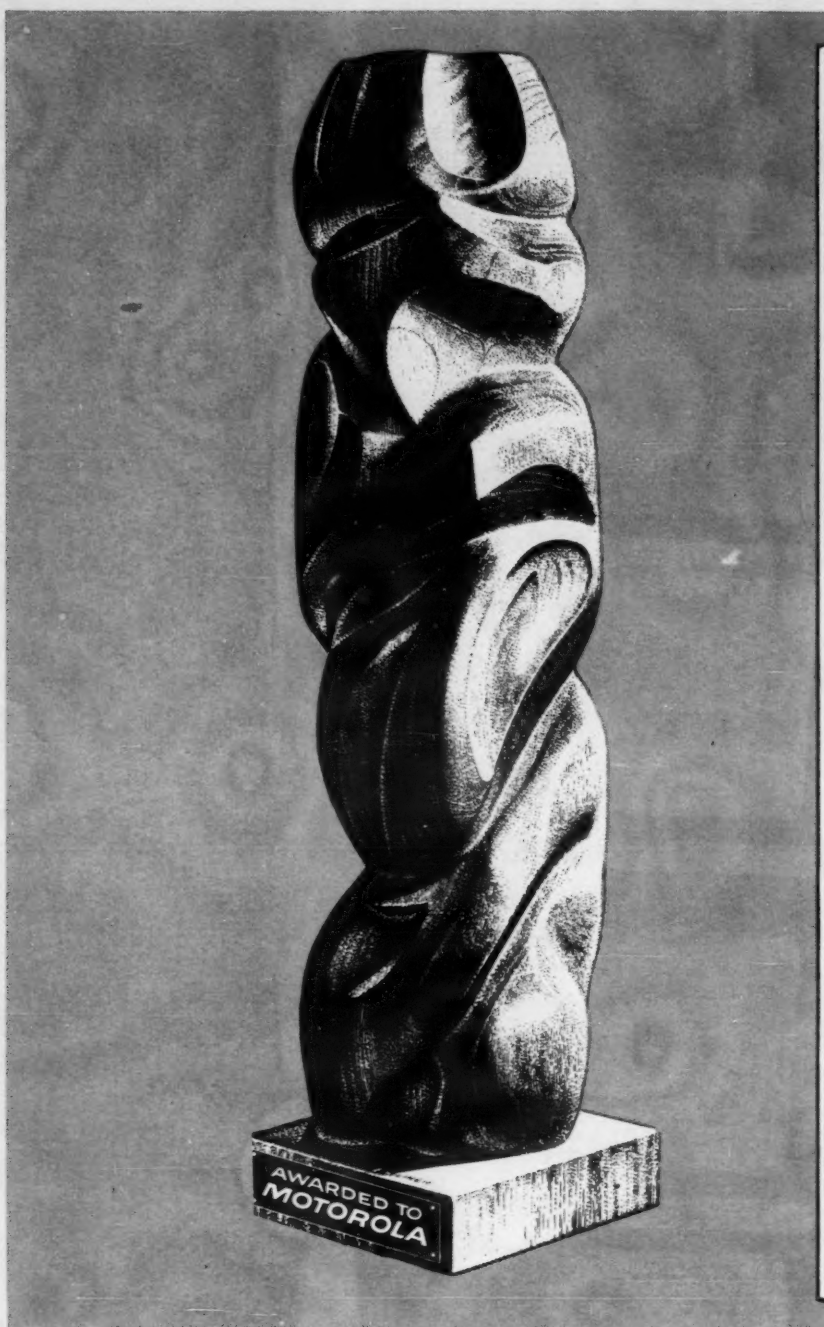
Eureka Williams Company
Bloomington, Illinois

Gentlemen:
I would like to find out how a dealer sells more and makes more with Eureka.

Name _____

Address _____

City _____ Zone _____ State _____



SECOND ANNUAL AWARD OF THE MAHOGANY ASSOCIATION, INC. Symbol of award is handsome, hand-carved mahogany obelisk.

Elegance
takes on an
award-winning
new look
for you
to profit by

For the second year in a row **Motorola honored with**

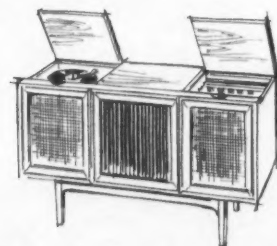
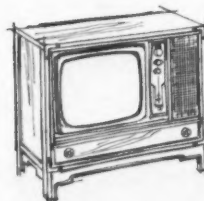
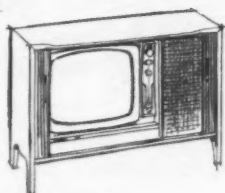
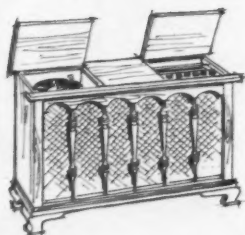


The benefits that accompany this repeat award are all *yours*.

For our exclusive collaboration with Drexel and Heritage provides you with home entertainment instruments of the highest quality. They are instruments that in every way justify their prices—and naturally al-

low greater profit potential for you. In design and craftsmanship as well as electronic excellence, Motorola Stereo and Television are the *leader-ship* lines. The ones your prospects and customers look for—especially those who take pride in enriching their homes by choosing only the finest.

MOTOROLA
new leader in the lively art of electronics



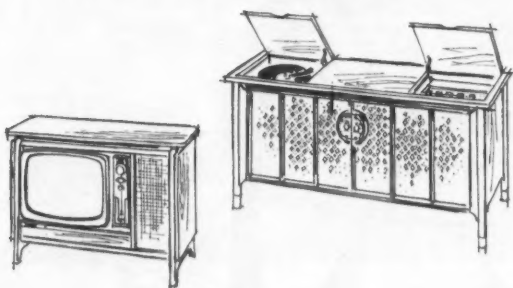


JUDGED BEST IN TV, HI-FI AND RADIO. Motorola® Stereo Hi-Fi in the Heritage *Laureate* Grouping. Features Motorola's exclusive stereo system plus Vibrasonic, Channel Balance Verifier, FM/AM Radio. Cabinet of genuine Honduras Mahogany veneers, accented with ebony-colored columns.

Distinguished Award of Achievement

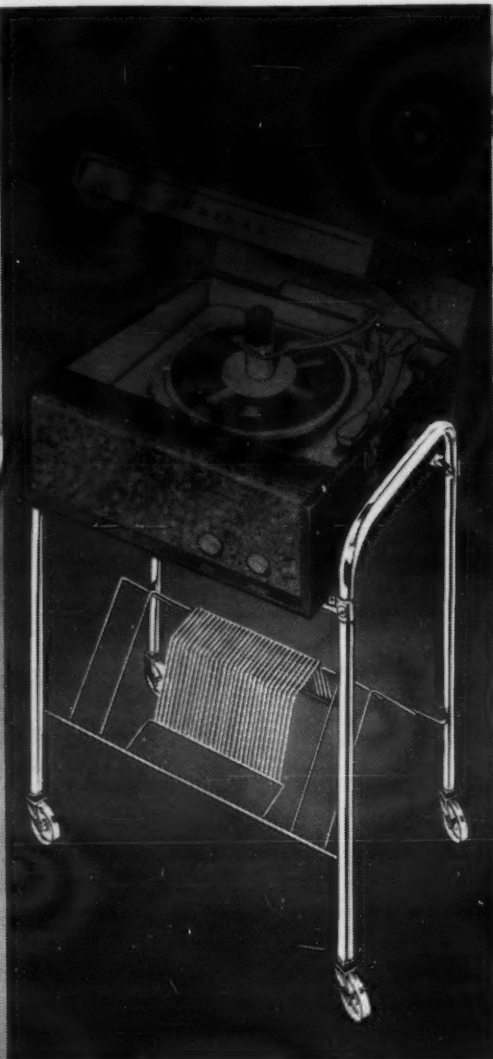
Best of Show *the Drexel Triune Grouping*

For the second time the Mahogany Association awarded Drexel's classic *Triune* grouping *Best of Show*. And the Motorola Stereo Hi-Fi in this grouping was awarded a special Certificate of Exceptional Merit. Be sure to see Motorola TV and Stereo Hi-Fi in this and all other Drexel and Heritage groupings.





1 PACK OF 12 "POP" RECORDS! A full dozen of the most wanted Mercury 45 rpm records, featuring Patti Page, The Platters and other outstanding recording artists. **\$11.76 Value!**



2 ROLL-ABOUT DECORATOR STAND! Rugged tubular construction, finished in gleaming brass and black. Handy storage rack holds 45 rpm's as well as 10- and 12-inch albums. **\$9.95 Value!**



3 ADMIRAL QUALITY 45 RPM SPINDLE! Adapts Admiral models Y4008 and Y4017 (shown below) for 45 rpm records instantly! Durable plastic; 2-tone colors. **\$3.75 Value!**

**SPECIAL OFFER! Call your
Admiral distributor...find out how you can offer
all three free
a \$25.46 value...with the purchase of this Admiral
quality phonograph or phono-AM radio!**



The Cadet, Model Y4008—Smartly styled luggage-type portable phonograph. Precision 4-speed record changer intermixes 10- and 12-inch records of same speed, has automatic 3-way shut-off. Full-range tone control. Twin jeweled needles. Heavy-duty motor. Powerful Alnico 5 quality speaker. **\$49.95**

The Charleston, Model Y4017—Famous Admiral quality phono with AM radio! 4-speed record changer has precision balanced turntable, twin jeweled needles, automatic 2-way shut-off. Long-distance AM tuner. Built-in "Aeroscope" antenna. New 5 1/4" speaker. Automatic volume control. **\$69.95**



*Price slightly higher in some areas

MARK OF QUALITY  THROUGHOUT THE WORLD

ADMIRAL

ELECTRICAL MERCHANDISING WEEK

What's Behind The Closed Door?

OPPORTUNITIES AS WELL AS HEADACHES, SAY THESE TWO APPLIANCE DEALERS

In Miami, dealers Sam Herman and Paul Katz run the appliance concession in the Mutual Employees Trademart, a closed-door operation. There are lots of advantages to this kind of store, say the partners. Here's why:

1. THE DEALER GETS A CLEAN SHOT AT A FAST-GROWING, CAPTIVE MARKET

Their shoppers are the 40,000 persons who have joined MET by qualifying as city, county, state, federal, airline, aircraft, school or public utility employees, or as members of the active or reserve armed forces, or because they're recipients of Social Security benefits.

One membership card is issued for a man, his wife and all children under 18 years. Members' guests are allowed behind the closed door but only the cardholder may buy for them.

Member loyalty is held because of unusually fine service with no questions asked, double guarantee (MET's and the manufacturer's), and a refund if the item can be purchased cheaper elsewhere.

"People like to shop one place nowadays," explains Herman. "They buy their hardware, home furnishings, clothing and groceries here. We're going to cater to them because they are all we have."

"In 25 years' retail appliance business, I've seen all kinds of operations," continued Herman. "Here the customer can get as low or lower prices than anywhere else without wasting time."

2. THE DEALERS ENJOY ALL THE BENEFITS OF A LOW OVER-HEAD OPERATION

The concessionaires' stake in the operation is minimal—strictly inventory, about \$60,000 to \$70,000 in brand name goods.

Herman and Katz pay no rent, no minimum charges, no maintenance charges, no utilities, no expensive in-store displays, no window trimming.

And their obligation: A percentage on sales.

"It's a wonderful business when you have a bad week not to lose money," says Herman. "You see, it's a little safer here. My overhead is not stationary. It only goes up when my business increases, and goes down when business drops off. But my markup is still the same."

The concessionaires' markup is admittedly low



This closed door opens 3,000 times a day—but only after membership card has been shown

—how low they won't reveal.

However, Herman says he's been in business where he couldn't come down below 15% for overhead. "It's 4% here," he rejoices.

To break even, the dealer feels he should do about \$400,000 annually on volume. "I think I'll be doing about \$750,000, however," he declares.

"Net profit in a store like this would be greater than an average retail outlet. The ultimate is much better," affirms Herman.

3. THEY AVOID HAGGLERS AND ARE ABLE TO RUN A ONE-PRICE OPERATION

"Here in MET no customer is more or less than the next one," states Herman, who manages the appliance concession. "We don't start with a price and work our way around. The price is the same to everyone. All items, plainly marked, are competitive with any reliable store in the area."

There's no quoting over the phone on customer orders, but MET's guaranteed low price still applies and the customers know it.

4. SO FAR, AT LEAST, THEY HAVEN'T RUN INTO MANY PROBLEMS

The main difficulty, as MET general manager Spicci sees it, for a concessionaire coming into such an operation as a closed-door house is the change in his thinking. "A retailer has to have the idea of volume sales, small profit," he contends. "And they have to work harder for their money. But once the concessionaire gets sales up to where they belong, he has no trouble because of the continuous flow of traffic through the store."

(MET members come from all over South Florida to buy.)

Both Herman and Katz believe the days of the regular retail appliance dealer are limited. Herman sees MET or an appliance cooperative or a supermarket-type operation as the only solution. Katz, however, doesn't think it's the ultimate answer.

"New shopping centers pull some traffic away," he declares. "And another MET-type operation could do the same. I just don't know the answer."

Inside the closed door, appliance customers sell themselves, since three salesgirls employed by Herman and Katz are relatively inexperienced.



For photo close-up of how appliances are sold in a closed-door store, turn page

HOLD THAT ORDER

until you've
seen the first
truly new and
different line
of gas and
electric ranges
...the exciting
**RCA WHIRLPOOL
RANGES FOR '61**

Check with your
RCA WHIRLPOOL Distributor
for Open House Date.



CORPORATION
ST. JOSEPH, MICHIGAN

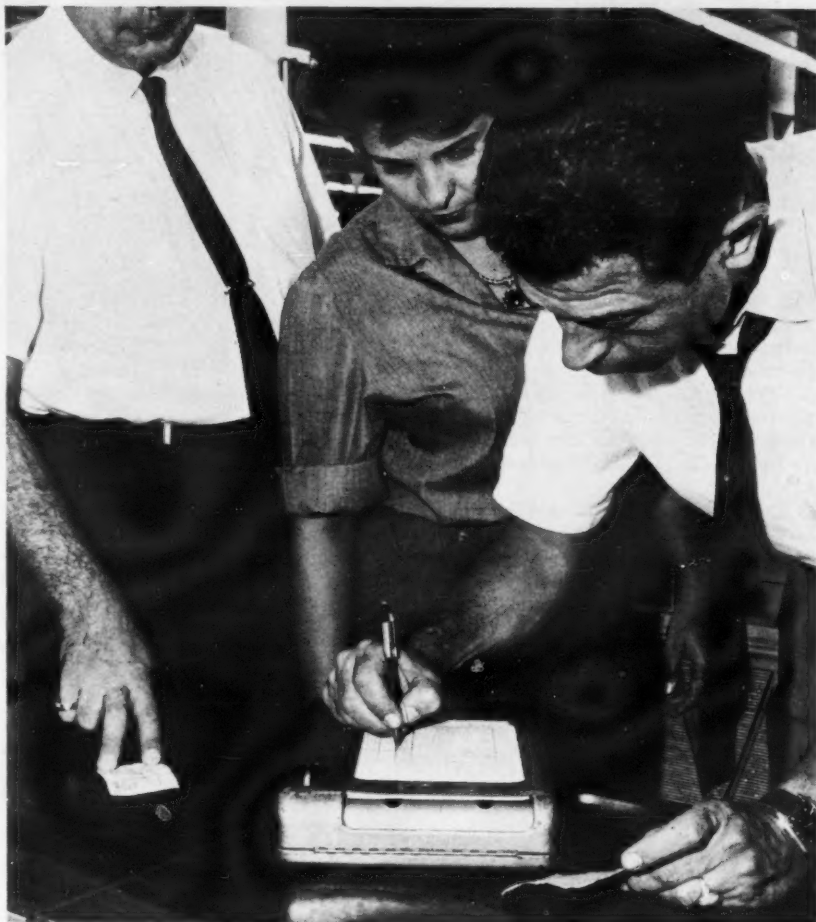
Join up!...it's easier to sell RCA WHIRLPOOL
than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

How appliances are sold in a closed-door operation



Only branded, current models are on the floor at MET. There are no closeouts and floor stock is backed up in free warehouse space at back of the store.



Customers must show cards before a sale can be written up. Policy is strictly enforced throughout the store.



Credit problems are eliminated by customer credit certification which is approved in advance by the store. Less than 1% of MET credit applications are refused.

ELECTRICAL MERCHANDISING WEEK

New Acclaim for Philco TOTAL TV GUARANTEE!

IF YOU ASK ME

By EARL LIFSHEY



PHILADELPHIA. — If good repair service on its products isn't the biggest single stumbling block in the path of happy manufacturer-consumer relations, then I haven't heard what is.

That word good, of course, includes a variety of essential components of which fair price is equally or perhaps more important than parts—not forgetting competence, promptness, courtesy and all the others. And anytime you want to see consumer dissatisfaction corrode that bright and shiny Brand Name Image—but quick!

—just fail to provide good service. THE SERVICE PROBLEM, as I've remarked here before from time to time, is never going to be satisfactorily solved if and when factory top management merely dumps it, onto the desk market "Service Manager," no matter who sits behind it. Service involves customer relations and especially that highly precious ingredient

"bold new approach
on television
service"

...at Philco's expense!

Now, for the first time, the Philco Dealers' Authorized Service Department can service Philco Television Sets—

- on the display room floor
- in the customer's home (or Portables that are carried to the store!)
- ... at Philco's expense!

For the non-servicing Philco Dealer, Authorized Independent Servicemen will cover all the above service functions at Philco's expense. This is in addition to the full one year warranty on the picture tube.

"Only Philco has it!"

day warranty on the whole Philco TV line will include labor as well as parts. And the way it's been set up should make everyone happier, including the servicemen.

DEVELOPED BY HENRY PAISTE, Philco's veteran director of customer relations and service, the plan has been inaugurated in Chicago, Milwaukee and Cincinnati with such success it's now going national. Here's how it'll work: A service fee is included in the price of the TV sets; on portables it's \$1.75 and on large sets it's \$4. Philco is setting up 30,000 authorized service points throughout the country, probably about half of which are servicing dealers. If they prefer, such dealers can buy the sets without the extended coverage (although it's believed the other way is to their advantage).

"30,000 authorized
service points throughout
the country"

"foresight
and courage"

"imaginative
new action"

Reprinted from
Home Furnishings
Daily, December 27, 1960

PARTS plus
SERVICE LABOR
at no extra cost
to your customer up to
90 days after the sale!

Consoles, tables,
compacts served
in the home...
carry-in service
for Portables!

It's the greatest
guarantee in all TV!

Dealers everywhere acclaim new Philco "Total TV Guarantee"...
so will you! Here's why:

This first, uniform, Nationwide Service Policy is made possible by the spectacular record of reliability of Philco's exclusive, patented Cool Chassis TV Construction and by a Nationwide Philco Factory Supervised Service Organization whose 30,000 Independent Service Technicians are prepared to render prompt, efficient service wherever Philco products are sold.

No other manufacturer has the proved reliability in their television receivers to offer SERVICE LABOR and the usual parts guarantee for 90 days ON A NATIONWIDE BASIS!!

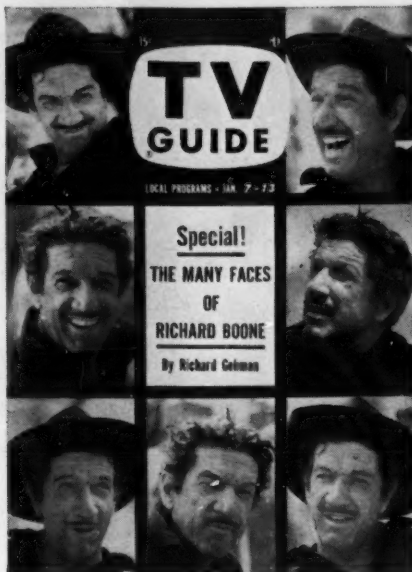
100 Million people will read about it soon in
LIFE, POST, READER'S DIGEST and TV GUIDE full page Philco ads!
Contact your Philco Distributor immediately for details
on this great new Philco "Total TV Guarantee" Program.

FOR THE POLICIES THAT PROTECT YOUR TELEVISION PROFITS...YOU NEED

PHILCO

Famous for Quality the World Over

PORTRAIT OF A BEST SELLER



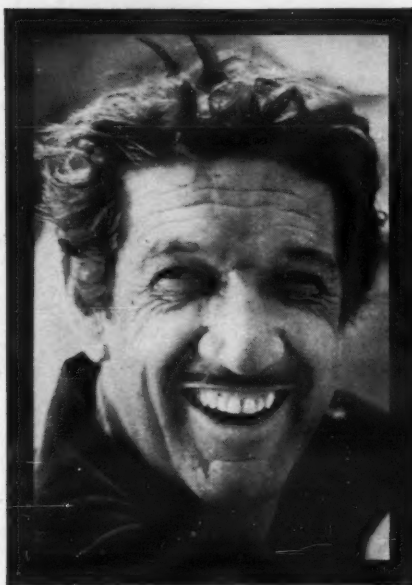
TV GUIDE's first issue of 1961 barreled Mr. Boone into 7,711,747 homes...



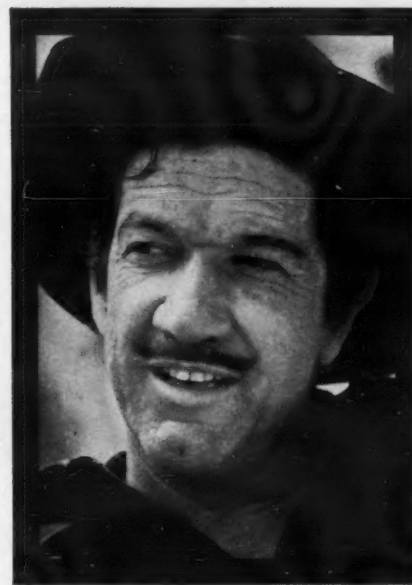
Blowing up the old weekly magazine circulation record



Which was set the week before by TV GUIDE.



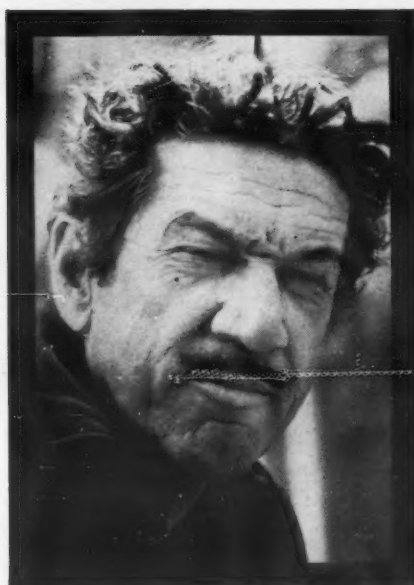
A vitality that gives TV GUIDE a massive lead over the next largest weekly.



And when you think about it it figures...



Because the editors enjoy an engaging contact with readers who like to read about TV as well as watch it.



A measure of their serious interest is the \$50 million* they spend for TV GUIDE yearly. Advertisers are also investing heavily.



Which is why advertising bookings are now racing (by 30%) past the figure for this time last year.

*More than is spent for any other magazine regardless of cover price or frequency of issue.



How To Buy A Truck

These expert tips can save you plenty when it comes to buying a truck. Here's EM Week's exclusive round-up on what's new in trucks this year, which type is best for your business

Have you stopped lately to figure out exactly what type of truck you need to handle your deliveries or service calls?

If you haven't, and if you're going to be shopping for a new vehicle in 1961, it's time you put some thought to it. And there's no time like right now to learn what's new and which of today's trucks is the one you need for your business.

This experts' round-up is designed to guide your thinking. It highlights the many new truck features and styles. And it gives you an idea of the varied sizes and types of trucks now on the market that might fit your specific needs.

Four 'MUSTS' For Prospective Truck Buyers

1. Read over this specialists' appraisal of the kinds of trucks that are available for you to use in your appliance business. That'll give you an idea of the wide variety of choices that are open to you when you set out to buy a truck. Also, under each truck category are listed the particular features of each model and suggestions on how each might fit your specific needs.

2. Make a list of all the jobs you want your truck to do. For instance, you should decide whether you will need it for deliveries only, or whether you'll want it to double as a service truck.

Some of the specifics you might include in your listing: How many miles do you expect it to travel—per day and per month. How much of a load will it have to carry—on the average. What's your maximum expected load. How many stops do you figure it'll have to make each day. Are you ask-

ing too much of one vehicle, or should you be thinking in terms of two.

3. Find a truck dealer who has a truck expert. The expert angle is important. Most car-truck dealerships don't have them. But when you find a dealership that does, the expert will be able to advise you according to the list of needs you made in step 2 above. It's his job to suggest to you an up-to-date truck model that'll get your job done the best.

4. Rely on his judgment. Naturally, you don't have to buy the first truck he suggests—or buy at the first dealership. In fact, it'll be to your advantage to shop around.

But once you've found an expert, it will pay to listen to him on technical points. His suggestions can mean money in the bank for you.

Here's How Color Can Work For You

Don't pick a color for your truck simply because it's available. Or because you like it personally. Or because you've always painted your trucks that particular shade.

These aren't adequate criteria for choosing a color, because none of them takes into consideration the things that good color and attractive appearance can do for you and your business.

If you want to take full advantage of color in your trucks, remember that:

1. Color and appearance can attract—or repel—customers. If your store's name, for instance, is in a pleasing, appropriate shade, balanced against a contrasting background color, it will be a distinctive and memorable trademark for your store.

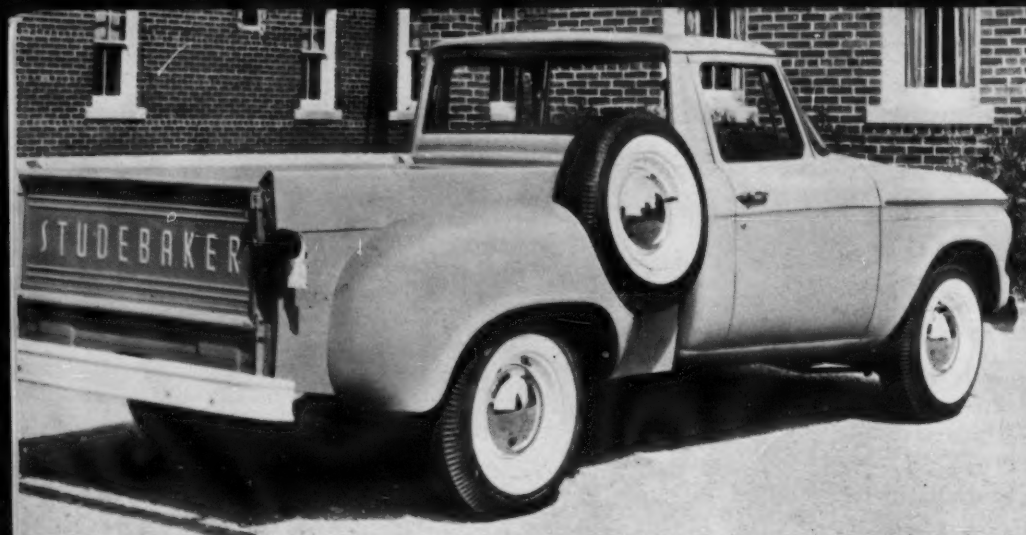
But if the name is in a muddy, dull shade that fades into its background, chances are no one will remember it.

One warning, though: Steer away from too-bright or too-light colors near the bottom of your truck—especially if roads tend to be muddy or dusty in your region. There's nothing that looks worse than a bright color covered with grime. Best bet: Put neutral colors in places that are likely to get dirty during a day's run.

2. Color can contribute to safety. Bright, distinctive shades help other drivers to see your vehicle in plenty of time—even in bad weather.

3. Color and appearance can be an effective advertising investment. One suggestion: Put a short, effective sales message—your slogan, for instance—in an eye-catching shade. Be wary, though, of overloading your vehicle with sappy sayings in small type.

For specifics on four trucks tailored for you, turn the page ▶



PICKUPS come in standard version like this Studebaker Champ, left, or rampside type like the Corvair 95, right, convenient if you have no dock.

Here Are Specifics On Four Basic Trucks . . .

1. PICKUP Undoubtedly the most versatile and popular truck on the road today, the pickup is a natural for either a delivery or a combo repair-delivery rig. Its open box holds even the tallest appliance. And its sides can easily take built-in racks and bins for tools and parts.

Pickups generally come in two styles: One with smooth, flat sides so that no fender shows. This type will hold a little more inside the box, where the wheel housings bulge up into the load area.

The other style, the step side, has a small step between cab and outside wheel housing.

But both Ford and Chevy have something new in pickup styling this year. Called "compacts," the trucks are nearly as big as standards.

Ford's entry is the Econoline Pickup, a sleek little number that can haul 1,700 pounds of payload, or 73 cubic feet. Overall length is just 14 feet. It's 72½ inches wide and 79 inches high. Under the hood is the Falcon 85-hp engine, same as in the Falcon compact car.

Chevy's compact is the Corvair 95 Rampside Pickup. Outstanding feature here is a swing-down ramp, which is especially convenient if you have no dock. Load height at the ramp is only 14 inches; at the rear tailgate, it's 26 inches (up over the rear-mount engine). Box capacity is 80 cubic feet. Truck will haul 1,900 pounds.

Chevy has seven basic standard pickup models. They start with two 115-inch wheel base jobs, which have GVW ratings of 4,300 to 5,200.

(GVW stands for gross vehicle weight. This is total weight of truck and the load that it's designed to carry safely. For example, if the trucks described above weighed 2,000 pounds, you could carry from 2,300 pounds to 3,200 pounds—since the GVW is from 4,300 to 5,200.)

There are four models in the Chevy 127-inch wheel base size, sporting GVWs of from 4,900 to 5,600 pounds, and from 5,500 to 7,500 pounds.

All four have eight-foot-long boxes.

The one-ton Chevy pickup has a 133-inch base and a nine-foot box. GVW: 6,700 to 7,800.

Ford has a similar line of pickups in the ½-, ¾- and one-ton sizes. One exclusive: Ford's new Styleside pickups. Smaller models have an integral cab and body giving structural rigidity.

The Stylesides carry nine cubic feet more load than last year. Also new: A one-hand, non-rattling handle latch.

Again this year, Ford is making its Ranchero, the Falcon-sized, sleek pickup that looks more like a sedan than a truck. This one hauls 1,600 pounds of payload on a 6½-foot box.

Dodge has four basic pickups, with boxes of 6½, 7½, 8 and 9 feet in length. This year, wheel-bases are longer: 114, 122 and 133 inches. Three engines are available on most models: A 101-hp six, a 140-hp six or a 200-hp V-8. Cab is lower at floor for easy entry.

The Studebaker Champ comes in two pickup models, a ½- and a ¾-ton, with GVWs of 5,000 to 7,000 pounds. Models come with 6½- or 8-foot boxes on 112- or 122-inch wheel bases. A Studebaker three-speed Synchromesh transmission is standard, with overdrive and four-speed drive optional. One interesting feature: A two-section sliding rear window.

Willys Motors has two forward control pickups and a jeep. The forward control jobs go from 5,000 to 9,000 GVW. Smaller model has a box a little over six feet long; larger, a little over nine feet.

The Willys Jeep Universal has four-wheel drive, 72-hp rating. It's just the thing for back-country deliveries and service calls.

International Harvester has two basic pickups in the ½- and ¾-ton range. Boxes run from 7 to

8½ feet; GVWs, from 4,200 to 7,000 pounds. One new feature: A one-hand tailgate. Flip it with one hand and slide bars push out to latch or unlatch the gate.

Volkswagen sports two pickups, one with a standard cab; the other, a six-man cab. Most unusual feature is a double-deck floor. The main box has 45 square feet of cargo floor space. But below it, between the axles, is room for another 20 square feet of cargo.

GMC boasts three basic pickup models for 1961, the ½-, ¾- and one-ton, ranging in GVW from 5,200 to 10,000 pounds. Each is powered by a 150-hp engine. Pickup boxes start at six feet, six inches on 115- or 127-inch wheel bases. The largest of the three GMC pickup models has a nine-foot box on a 133-inch base rig.

2. STAKE It's an easy transition from the pickup truck into the stake. The stake is a handy item to have around an appliance operation. It is essentially a flat bed mounted right on the pickup chassis we've been describing. The stake also has "stake" sides that fit into pockets on the bed of the truck and interlock with steel fasteners, forming strong, stable sides.

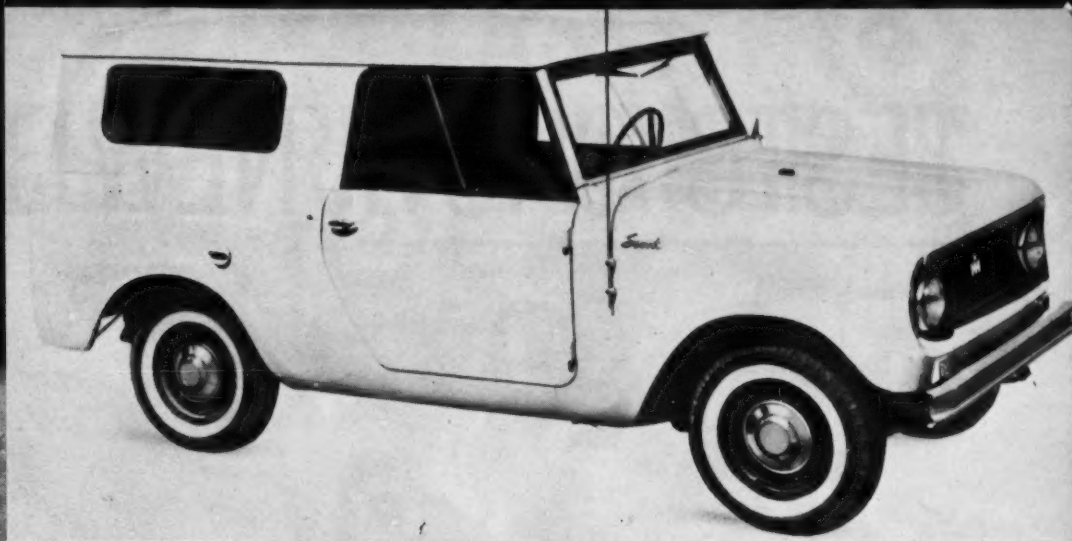
The big advantage of a stake truck is the large free load area provided by the flat bed and high sides. The stake is particularly good for bulky items that are not necessarily heavy.

You can get stakes in six-, eight-, 10- or 12-foot platforms. The power, GVW and transmission options are the same as the ones mentioned on the pickups.

The temptation here is to overload a stake truck. Don't. If you need to haul a bigger load, buy a larger stake. You can get them right up to the 2½-ton class. Here you will have the GVW and the power necessary to haul your bulkier and heavier loads.

STAKES are a natural evolution after the pickup, as you can see by these two stake models: The Dodge C-500, left, and Ford F600, right.





PANELS can serve in quite different capacities, for instance, the Ford Econoline, left, is perfect for a service truck; the IHC Scout, right, for a runabout.

Which One Of Them Fits Your Requirements?

3. PANEL A natural for an appliance service rig, the panel truck keeps repair equipment and spare parts out of the weather. What's more, it's easy to lock up when you're operating in areas where you have to.

But it's very possible that within a few years, you won't be able to buy a new panel truck. The trend started this year with a new model: The "compact" truck van that has been introduced by both Ford and Chevrolet.

The Ford version has two wide doors that open on the curb side and in back for easy loading and unloading. It's 168 inches long, 75 inches wide and 79 inches high. The van is an Econoline model, so the engine is the same 85-hp one the pickup had. Payload is 1,700 pounds with heavy duty springs and tires. Cargo volume is 204 cubic feet.

Chevrolet's similar new model is the Corvan 95. It is nearly the same as Ford's, with double doors curbside and in the rear. On this one, though, the engine is in the rear, which distributes the load space differently from that in the Ford.

The engine is an 80-hp air-cooled Corvair six with transaxle. It has 191 cubic feet of load space and the side load area is only 14 inches off the ground. Load limit here is 1,800 pounds.

Ford has not made a standard panel this year. Other truckers will watch this move carefully.

Chevrolet, taking the more conservative approach, has made both types. The Chevy panel comes in both a 10½- and 7½-foot body. Smaller model has a GVW rating of from 4,300 to 5,200, with either a 135-hp six or a 160-hp V-8 engine. There's a choice of four transmissions, including an automatic.

The larger Chevy panel has GVWs from 6,700 to 7,800 pounds on a 133-inch wheel base. Same power as its smaller brother. Transmissions: A

four-speed Synchronesh or a three-speed HD Synchronesh. No automatic drive.

GMC has two panels again this year, the ½- and the one-ton sizes. The half-ton rig goes to 5,200 GVW on a 115-inch wheel base. It is powered by a 150-hp V-6 engine and you have a choice of three- or four-speed Synchronesh or a Hydra-Matic.

The larger GMC panel has a 10,000 GVW on a 133-inch base. It also has the 150-hp engine and either a four-speed or a Hydra-Matic.

Dodge is back with a conventional panel called the D-100. It's a half-ton type with a GVW of 5,100. It sits on a 114-inch base and uses a three- or four-speed box or automatic.

Power options on this Dodge panel give you a choice of a six-cylinder engine with 140 hp, or a V-8 with 200 hp. It has a clear load space—length of 94½ inches and can carry a cargo load of 155 cubic feet.

Ford also is in this panel category, with the Falcon sedan delivery. It is designed to meet the needs of light, in-city delivery and service operations where maximum economy and maneuverability are important. It is too light for much of the work a service rig does. But it will work for messenger runs, pickups and deliveries of special parts. It has a cargo volume of 76 cubic feet and a capacity of 800 pounds.

International Harvester does not come out with new models every year. Rather it introduces new features into its line as they are perfected. This year the IHC panel comes in three ½- and ¾-ton models.

The B-100 has a GVW of 4,200 pounds or up to 5,000. The B-110 goes from 4,200 up to 5,800 and the ¾-ton is rated at 5,400 to 7,000 GVW pounds.

Power is the V-6 engine at 154 horses, or three in-line sixes at 112, 141 or 154 horses. Transmissions: Three- or four-speed Synchronesh, overdrive or automatic. Load space is the same for all three: 49½ inches between wheel housing and 94½ inches from driver's seat to rear doors. Rear-door openings are 45 inches at the top and 49½ at the bottom.

4. CLOSED VAN This is generally the large "truck-type" truck you see on the highways. But there are also smaller "junior" vans.

When it comes to vans, though, you face a special problem: There are so many options, so many axle loadings, so many regulations and so many models that it would be impossible to list them all. For instance, in many cases, you will buy your chassis and cab from a local truck dealer and then order—or have the dealer order—the special van body from a company like Utility or Fruehauf.

One truck that might handle your heavy hauling is the Chevrolet C50, which comes as a chassis cab—you furnish the van body.

The C50 will haul a GVW of 14,000 to 16,000 pounds. It has either a 135-hp six or a V-8 engine. Transmission on this Chevrolet chassis cab is a four-speed Synchronesh.

Once you've selected a chassis cab, though, you have to work out your axle loadings and van body size. Best man to talk to about this is a good truck expert at your local dealer.

Among the smaller vans is the Willys Jeep Fleetvan, due for early 1961 release. This small van delivery rig is only a little over 11 feet long. But it holds 110 cubic feet of cargo and 1,000 pounds. It's powered by a four-cylinder Jeep engine. (The Post Office took the first 4,100 of the new models. But a civilian model is due on the market soon.)

CLOSED VAN can be "truck-type" like Chevrolet at right, or smaller rig like the Willys Fleetvan at left, soon to be introduced to the civilian market.



TESTS SHOW NEW 1961 HOTPOINT

FASTER



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ELECTRICAL MERCHANDISING WEEK

3-IN-1 CALROD® ELECTRIC BURNER IS *THAN GAS!*

Now independent testing engineers show new Calrod burner beats highest-rated gas unit on the market!

Now you can offer your customers a new 3200-watt electric burner that's faster than the highest BTU-rated gas unit found on any stove made for home use today!

Two series of tests were conducted by A. J. Boynton and Co., Independent Engineers and Technical Counselors on both gas and electric ranges. One series used two quarts of water in accordance with the National Electrical Manufacturers Association standards — the second used 10 lbs. (or 4.80 quarts) in accordance with the American Gas Association standards.

Twenty Calrod units were tested—all production-line samples. Twenty 16,000 BTU gas units were tested using four valve assemblies each properly adjusted for the BTU input of the burner.

Each Calrod unit and each gas unit was tested twice according to NEMA standards and twice according to AGA stand-

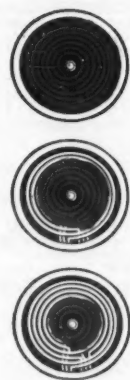
ards. The flat-bottomed, aluminum test pans were cooled to 60°F. and water mixed for 60°F. or slightly lower. Then the units were timed till the water came to a boil.

The test results using NEMA standards showed the new Hotpoint Calrod burners averaged 16.2% faster than the gas burners in bringing water to a boil. The results using the AGA standards showed almost the same results with the new Calrod units averaging 15.2% faster.

Uses heat far more effectively, too!

Under the standards set in both tests, the Calrod units were 75% more efficient in using the heat they generated—so much so that the handles of the pots actually stayed cool while the handles of the pots on the gas units were too hot to hold without a potholder.

Impressive facts—all of them—and we think your customers will be impressed, too. Try it and see.



automatic, too!

And, speed is only part of the story — this new flameless Calrod is really 3 units in one. A thermostat controls the heat automatically to prevent burns and boil-overs, makes any pan an automatic utensil. A touch of a button gives your customer the right size heat pattern to fit the pan — small, medium or large — so she uses only the heat she needs.

AND ONLY HOTPOINT GIVES YOU ALL THESE OTHER FEATURES TO HELP YOU CLOSE THE SALE:

- New Roast-Minder automatically cooks meat Rare, Well Done or anywhere in between . . . then keeps it that way — warm and juicy — for hours.
- New Gourmet Guide on flip-top control panel has handy instructions for use of range's features.
- Rota-Grill rotisserie for indoor barbecues the year-round.
- Giant Super-Oven with window plus Thrift Oven. Doors lift off, units and floor liner remove for easy oven cleaning.
- New Spot-Lighted pushbuttons.
- Automatic clock, minute timer.

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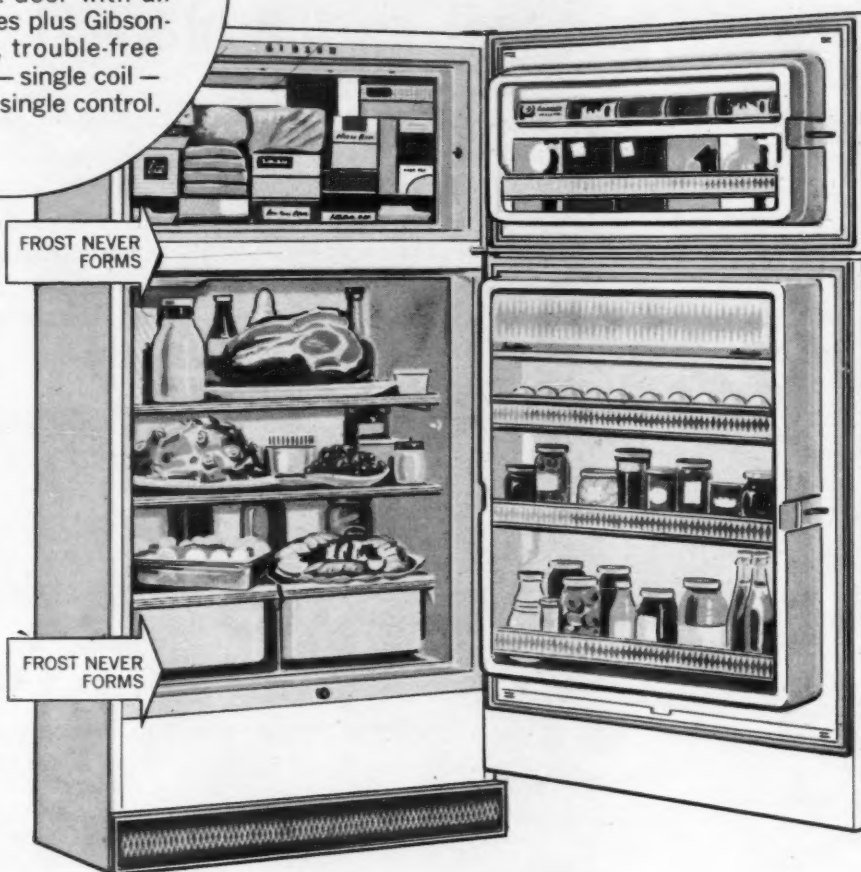
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VOL. 93 NO. 6

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IN NEXT WEEK'S ISSUE

HOW TO RUN A SALES MEETING—Step by step, almost word by word, here is the first in a series of 12 articles which will help you run sales meetings in your own store. We've hired a top sales trainer to prepare this series just for you.

Here's How You Can Avoid Trouble With The Tax Collector

By SYDNEY PRERAU
DIRECTOR, J. K. LASSER TAX INSTITUTE

Remember this: Scrutiny of your tax form varies. A crackdown results when the Treasury feels that there is a widespread evasion of specific sections of the law.

That's why a smart taxpayer pays close attention to what the government is doing. Currently, the Treasury is making a concerted attack on abuses in these areas: travel and entertainment deductions, the reporting of interest and dividends, and the deduction of home expenses as business expenses.



TRAVEL AND ENTERTAINMENT.

The Treasury crackdown on travel and entertainment expenses in progress for several years is being accelerated.

What Is Treasury Policy Today? Companies have to list on their tax returns the names of up to 25 company officers with total highest pay, their salaries and the expenses paid on their behalf. However, officers who earn less than \$10,000 need not be reported. In addition, the company must also state if it has taken expense deductions for (1) use of hunting lodges, yachts, fishing camps, and other vacation facilities; (2) renting or owning of hotel rooms, apartments used by officers, customers and employees; (3) vacations for officers and employees; (4) attendance of family members of officers and employees at business conventions.

When examining the executive's personal return, the Treasury may confront him with this company information.

In addition to reviewing company entertainment practices, the Treasury will look at the way the company handles the executive's expense account. If an agent believes the company's method is inadequate, he will send the executive's name along with all other company employees who receive expense allowances or reimbursements to the local district director.

What An Agent Will Look For. (1) That you submit written expense account statements to your company and (2) that your company reviews your statements to eliminate any personal non-business expenses. To meet Treasury standards, your statement has to show the business nature of your expenses and their amounts listed in such categories as transportation, meals, lodgings, entertainment and other similar charges. This is true even if you have expenses paid through a credit card service which passes on the details of your expenses to your company. When you entertain, you also have to list the names of the customers entertained and the reasons why you thought it was necessary to entertain them.

Keeping detailed records during the hectic pace of a business day is no doubt burdensome. It is especially so when the records alone are no guarantee that you will be allowed a deduction for all of your expenses if your return is examined. You still have to prove the expenses are required by your job and were reasonable. But with the keeping of good records and the submitting of expense statements you get two advantages. (1) You do not have to report your reimbursements on your

return as long as they cover valid business expenses. (2) You have a better chance of getting all or substantially all of your expenses as a deduction. You are not subject to a guessing game under the *Cohan* rule.

Under this rule, the Treasury or a court will estimate what it believes you spent when you do not have records to substantiate your deduction. Generally, the estimate is well below what you claim you spent. And, too, there is always the chance the Treasury or a court will even refuse to estimate your expenses and allow you no deduction at all. In fact, the Treasury recently instructed its agents to apply the *Cohan* rule cautiously. Even where some of your expenses have been allowed, despite your inadequate record-keeping, you should not assume that you are out in the clear. After the examination, under a new Treasury policy, you will receive a warning letter putting you on notice that unless you keep adequate records your deductions will be determined under a more strict standard than used in the current examination. You can probably interpret the warning letter, after the tax examination, as an indication that expenses on your future tax returns will not be allowed unless adequate records are kept.



INTEREST AND DIVIDENDS.

You probably received notice from your savings bank that the 1960 interest is reportable income. If you have cashed in any E Bonds this year, you probably got a bank notice that the interest on the bonds must be reported in your return. The same information policy is being followed by corporations paying dividends. All these are part of the Treasury's effort to compel taxpayers to report all of their interest and dividend income. The campaign begun last year has encouraged the Treasury to step up its collection efforts because of the increased amount of interest and dividends that were reported on the 1959 tax returns as compared to those reported in earlier years. If the informational campaign doesn't, however, bring in as much revenue as the Treasury believes it is entitled to from interest and dividend income, it will probably ask Congress

for a withholding tax on interest and dividends.

Banks and corporations report certain interest and dividend payments to the Treasury. Interest on a savings account is reported only when the interest on the account is \$600 or more.



HOME EXPENSES.

There has been an increase in the amount of home expenses deducted by taxpayers as business expenses. Recent cases involving home expense deductions have shown that the Treasury has been successful in disallowing a substantial part of these claims where taxpayers have failed to prove that the expenses were legitimately tied to a business purpose.

If you intend to claim a deduction for home entertainment expenses, it is not enough to keep a record of the expenses themselves. You also need records of the names, dates and business relationship of those whom you entertain.

Deductions of home expenses attributed to office work at home are also scrutinized. The mere fact that you bring office work home doesn't entitle you to a deduction. The Treasury views your bringing of work to your home as a personal convenience. To get the deduction you must prove you are unable to do the work at the office; that is, that the work could be done only at home, and that your employer makes it necessary for you to do the work at home.

NEW TAX CHANGES FOR 1960.

1960 did not mark any important changes in the tax law. However, as the owner of a business, the following change in the Social Security law may interest you if you have a parent who is not covered by Social Security. Under a new law which is effective this year, a parent who works for you can be covered by Social Security. That is, you can withhold Social Security taxes from his pay so that he can build up wage credits for Social Security benefits. A prior law specifically prevented a parent who worked in his child's business from getting Social Security coverage.

Are you missing out on a qualified pension plan?

A qualified pension plan is a plan approved by the Treasury for special tax benefits. (1) You pay no current tax on your company's contributions to the plan for your benefit. (2) When you retire you can get Capital Gain benefits on taking your pension as a lump sum. (3) If you elect to take your pension over a period of years, you pay tax only when you receive a pension payment.

If you are now doing business as a self-proprietor or in partnership with an associate, you individually cannot be a member of a qualified pension plan. The reason: Employers cannot be members of a qualified pension plan. However, if you reorganize as a corporation, you can then

join a qualified pension plan because the corporation is an employer and, you, an employee.

In the past, you probably decided against a corporation because you did not want to incur corporate taxes. However, under a recent law change, you can incorporate and still avoid corporate income taxes. You can do this by making a special stockholder election to report corporate income. In addition, as a stockholder employee of a corporation, you can receive tax-free sick pay and medical benefits. Presently, as a sole proprietor, or partner, you cannot get these benefits.

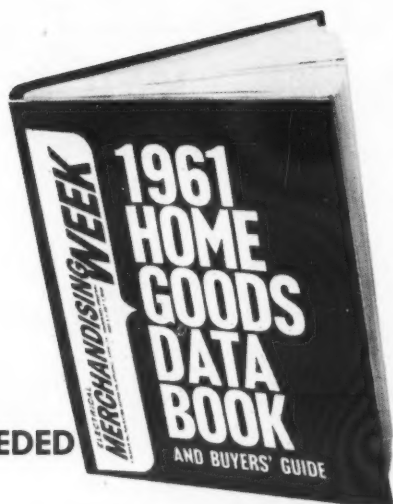
The Treasury recently reported that in the first 9 months of this year it approved over 7,700 pension plans organized by small companies, an increase of over 40% from the year before.

Why not take up this suggestion with your tax counsel?

**new and
needed**

Big bonus for Merchandising Week subscribers! As Part II of the July 3, 1961 issue of Merchandising Week, you'll be receiving a wonderfully useful business book . . . and it won't cost you an extra cent! It's the 1961 Home Goods Data Book, and will contain the greatest amount of "how to do it" and "where to get it" information ever offered retailers in this field. In your personal copy of the Data Book you'll find a world of ready-to-use information on Retail Operations — Marketing of all products you now handle or should consider handling; Advertising and Promotion of both your store and products; Business and Financial guidance and reference material; Store Operations information covering everything from site selection to sales training. Included in your Data Book will be eight separate directories of products and manufacturers, indexed for easy use. The 1961 Home Goods Data Book is a business tool you'll use right through the year — and best of all, your copy is reserved for you right now!

the annual Home Goods Data Book



NEW AND NEEDED

BY THE PUBLISHERS OF ELECTRICAL MERCHANDISING WEEK

Top quality appearance Your Data Book will be a solid, professional volume, in a permanent, hard cover. Bound so that it will open flat to any page for easy use; top quality, fine-screen reproduction. Standard reference book size, 8¼" by 11¼" — convenient to keep right at hand.

Special Editorial Staff Home Goods Data Book has its own, year-around editorial staff, concentrating entirely on providing the most useful information for you in this once-a-year offering. These specialist editors are backed by Merchandising Week's entire staff (by far the largest editorial staff in this field), and by all the resources of McGraw-Hill, world's largest business publisher. You're getting the very best available in editorial attention!

Useful-every-day information on nearly every part of Retail Operations will be found in your Data Book. Want information on the trend in laundry-combination sales, or power mowers, floor polishers or dozens of other products? You'll find it in the Data Book. Want expert advice on how, when and where to advertise? You'll find it in the Data Book. Want ready-to-use financial information, time-saving charts and tables? Or information on store layout, displays, selecting and training personnel? You'll find it *all* in your Home Goods Data Book!

New all-products buying guide Never before have retailers been equipped with as broad a directory of products they handle, or should consider handling — or one as easy to use. Eight separate directories list thousands of manufacturers under hundreds of product categories. You can get the information you need in sales-saving seconds! Here are the eight directory sections:

- Major Appliances/Kitchens
- Outdoor Power Equipment
- Home Entertainment
(radio, tv, hi-fi, stereo, tape, organs)
- Electric Housewares
- Floor Conditioning Equipment
- Non-electric Housewares/Lawn and Garden Accessories
- Master list of Brand Names
- Master list of Manufacturers
(showing name, address, telephone)

Beyond these easy-to-use directories, you'll find page after page of manufacturers' ads — showing their full lines, their product features, their promotions and dealer aids — all classified by product categories. Handy? You bet — and there'll even be quick Reader Service cards to bring you any additional product information you need.

All this value, without extra cost! And that means just what it says. Your copy of the Home Goods Data Book comes to you without extra charge or obligation of any kind. It is a valuable bonus for all Merchandising Week subscribers, and your personal copy of the 1961 edition will reach you on July 3. Watch for it — you'll want to start using it right away!

Advance word to advertisers If you market a product sold through home goods retailers — or are considering this type of retail distribution — you should have the complete Home Goods Data Book story. A copy of this announcement brochure should reach you in the mail within the next few days. It explains in detail the many unique advantages of advertising in the Data Book . . . the unusually low cost . . . the many high-productivity features. If you do not receive a copy this week, we'll be delighted to send one at your request. Write Home Goods Data Book, Electrical Merchandising Week, 330 West 42nd Street, New York 36 — or ask your Merchandising Week representative.



A McGraw-Hill Publication 330 West 42nd Street, New York 36



SPEND

HOTPOINT'S REVOLUTIONARY

DRIES

faster



Model LB195
Dryer, Vent-Free
as model LC195.
Matching Washer,
Model LW195

Hotpoint gives you extra sales power with
ALL-PUSHBUTTON TOUCH COMMAND

Just the touch of a button automatically selects
the proper drying time and temperature to custom
dry any washable! Here is fully programmed drying!

Hot

A Division of General Electric Company, Chicago 44, Illinois

FLOW

NEW DRYING SYSTEM

safer

cooler

And you can PROVE it—right in your own store!

Now with new Speed-Flow, you can sell new drying speed and safety throughout the line—and **only Hotpoint has it**. This revolutionary new drying system dries typical family loads in only 35 minutes—20 minutes for wash 'n wears, 10 minutes for special items—yet Speed-Flow dries at lower, safer temperatures! The exclusive

new Hotpoint NO-GLOW HEATING UNITS never get red hot—an industry first! There's standout sales appeal in styling, too—with the unique Free-Span control panel and the distinctive Windsor Gray color on the limited edition Custom Crest models. For more sales in '61, promote and sell Hotpoint Speed-Flow with Touch Command!

Amazing demonstration helps you sell speed-flow drying!



Open dryer, push start button. Heating units "glow" because of improper air circulation due to open door.

Put the Plexiglas door in place—the glowing stops and pinwheel spins. This proves No-Glow to your customers.

This effective demonstration shows your customers how Hotpoint's new air-flow system delivers faster, safer, cooler drying—with the only heating units that never get red hot! Demonstration kit includes Plexiglas door and pinwheel spinner. Order yours today!

**Hotpoint Dealers' profit opportunities are greater than ever before
...if you're not a Hotpoint dealer, you should be!**

point



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS
DISPOSALL® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

FEBRUARY 6, 1961

29



**FASTEST
115 Volt Drying
In History!**

Hotpoint laboratories proved it—Speed-Flow makes it possible! Dry most family loads in approximately an hour on 115 volts—up to an hour faster than other dryers! In tests of Hotpoint and competitive dryers, identical ten-pound (damp dry) mixed cotton loads were used. Promote this amazing new speed—PLUS the savings on installation costs and electricity—to increase your dryer sales!

**EXCLUSIVE WITH
HOTPOINT**

HERE'S WHY

FSP RE-MANUFACTURED TIMERS CAN SAVE YOU COSTLY SERVICE CALL-BACKS

Because they are completely rebuilt to meet original quality specifications of RCA WHIRLPOOL laundry appliances, and to eliminate the 5 most common call-back problems that can occur with "repaired" timers!

FSP re-manufactured timers are not just repaired . . . not just checked . . . not just cleaned . . . but put through as exacting a manufacturing process as new timers. The present trouble is corrected as well as hidden wear that could cause future trouble. They are completely disassembled . . . parts cleaned and degreased in acid baths . . . and exterior parts bright-dipped and plated.

See for yourself how each of the 5 most common service problems . . . motors, contacts, gears, switch plates, escapements . . . are made "good as new"!



Motors are disassembled, reconditioned and test run for 4 hours

Motor gears and coils are carefully inspected and defective parts replaced. After re-assembly the unit is fully lubricated and subjected to the most strenuous use test. Every motor must start and stop 6 times a minute for 4 hours under load conditions at 90 volts. Then, the electrical circuit is given an extra high-potential test to protect you against the possibility of breakdown caused by any weakening of circuit during the quality test. Another assurance of dependability you get with re-manufactured timers.



All contacts are mechanically cleaned, stoned and honed

Positive, electrical contacts are essential to proper timer operation. After thorough cleaning, the points in a re-manufactured timer are chrome sealed for a hard finish, stoned and honed to a smooth contact surface. There are no ragged edges or rough surfaces common to many repair jobs where points are simply filed.



Cams and gears are given magnifying-glass inspection

Through the powerful magnifying glass broken or bent gear teeth, chipped cams, even small flaws show up and are immediately corrected with a new part. When re-assembled, gears and cams are lubricated (not left dry as with most repaired units) with a long-lasting, non-conducting, silicone lubricant that decreases wear and drag. The result is longer use and more torque output for more efficient operation.



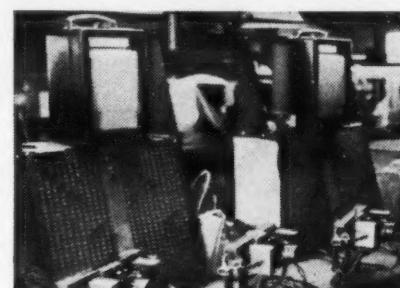
Switch plates and arms are checked and adjusted

Properly adjusted contact arms are just as important to efficient electrical connections as the contacts themselves. The side plates in re-manufactured timers are drawn and tightened, damaged ones replaced and carefully-adjusted. The arms are set to provide the maximum contact pressure allowable . . . and the contact clearances are checked and rechecked to assure proper operation. Such close attention as this to details is your assurance of satisfactory operation in your customers' homes.



Escapements are carefully rebuilt from the bottom up

The same attention a fine watch would get goes into re-manufacturing the escapement. Gears, pivot points and springs are scrutinized and replaced if necessary. Every part is carefully assembled by hand. The entire unit is hot-dipped in a specially-developed oil compound to assure complete, lasting lubrication of all pivot points as well as gears. And, to assure efficient operation, it is tested for proper torque output.



Finally, every timer circuit is checked . . . and every timer test-run for entire cycle

Nothing is left to chance! Completed, re-manufactured timers are triple checked and tested to assure quality operation. The unique multiple-circuit tester shown above checks the electrical circuits on every timer. Then, in addition to the cycle operation checks during assembly, every timer is run through a *complete* cycle before shipment. Besides this, 4% of production run is subjected to an even more thorough quality test.

Don't gamble! Re-manufactured timers may cost a little more but can give you a whole lot more in customer satisfaction and assurance. See your RCA WHIRLPOOL distributor or authorized APJA parts jobber for both new and re-manufactured FSP timers.

Factory Specification Parts for

RCA Whirlpool
HOME APPLIANCES

meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION, St. Joseph, Michigan

Use all trademarks and RCA authorized by trademark owner Radio Corporation of America



ELECTRICAL MERCHANDISING WEEK

new products



LADY CASCO Multi-Purpose Chef-Mate Is Announced

The **Chef-Mate**, designed by Raymond Loewy, is compact, easy to handle and easy to clean. The compact flat design of the multi-purpose power base requires very little counter or drawer space, weighs only 8 lbs. 2 oz., and is completely portable.

A Gold-N-Silver "easy grip" control has 12 speed settings, plus intermediate speeds. Dial numbers are clearly marked to conform with the front instruction panel where you see at a glance the exact speed setting for every attachment and function. More than 1/4 hp of power is provided by the multi-speed motor.

Attachments include a mixer, blender, juicer and knife sharpener. The **mixer attachment** has a rotary, special triple-action, 4-blade beater which revolves around the bowl, stirs as it mixes, as it beats. A pick-up wire on the beater and tapered bowl design practically eliminates need for a spatula. Lightweight Loralite bowl handles as little as 1 egg white or as much as 3 1/2 qts. bread dough. A finger-tip release ejects beater.

The **blender attachment** grinds coffee, meat, vegetables; liquefies, purees, chops, grates and shaves ice. An extra-large 44-oz. container of break-resistant amber-clear Loralite at-

taches to blender base for easy cleaning; 4 over-sized cutter blades shred large chunks instantly, pulverize fruit sections, rind, seeds and all. A 2-piece molded cover with detachable center section makes insertion of large pieces easy, even with machine in motion. New screw-type base permits use of any square mason jar to facilitate blending and storing in same container.

The **juicer attachment** completely juices citrus fruit in seconds. It has a 20-oz. combination juicing bowl-serving pitcher of break-resistant, lightweight Loralite. A removable, turned-in strainer keeps pulp and seeds out of juice. A white Loralite reamer is specially shaped to juice lemons, limes, oranges, grapefruit. It is handy and fits on base in a jiffy, and can be used as an at-the-table server.

The **knife sharpener attachment** is especially designed for domestic use and operates from the high-speed spindle.

Additional attachments will be available later.

Price, \$119.95 complete with attachments. The Lady Casco Chef-Mate will be available direct to dealers in May. *Casco Products Corp., Bridgeport, Conn.*



GIBSON Adds Refrigerators and Freezers

A "Frost Clear" 2-door refrigerator priced to retail in the \$350 bracket has been added to the Gibson line. Three new freezers: a chest, a upright and freezer-refrigerator were also offered at the Chicago Winter Market.

The "Frost Clear" 2-door refrigerator, Imperial 7514R1, has a net capacity of 13 cu. ft. with 122-lb.-capacity freezer locker. The new refrigeration system with higher capacity produces 20% greater frozen food space without increasing the standard 30 in. wide, 63 in. high cabinet. Other engineering improvements include a new simplified 1-coil evaporator, 1-control and 1-fan design.

In addition to the "Frost Clear" feature, the freezer locker features a juice can rack, package rack and twin ice tray housings.

The refrigerator section features adjustable aluminum door racks, tall bottle door shelf with aluminum front; adjustable sliding shelf; 2 full-width shelves, butter and cheese compartment; adjustable egg racks; and two 15-qt. sliding porcelain crispers. Exterior design accents include harlequin diamond embossed door, wood grain base and handles and hi-gloss acrylic finish. Interior is finished in 2-tone blue with accents of gold trim.

"FROST CLEAR" IMPERIAL, 7514R1

Imperial 7514R1 is available in left- and right-hand doors.

Chest freezer H520C1 has a net capacity of 19.7 cu. ft., but takes only the same floor space as most 17- and 18-cu.-ft. models. Other features include squared-up styling; 105-lb. fast-freeze compartment; adjustable divider; lift-out basket; easily reached adjustable "cold control."

Upright freezer V518R1 has 18-cu.-ft. net capacity and a fast freezing compartment. Its all-aluminum liner is coiled in all 5 sides; features 6-position adjustable storage shelf; tilt-out package guard; sliding package guard; juice can dispenser and built-in lock. Blue acrylic interior finish with gold trim; wood grain exterior trim.

TT162A, combination freezer-refrigerator, has a net capacity of 16.2 cu. ft. with a 9-cu.-ft. freezer and 7.2-cu.-ft. refrigerator.

The automatic defrosting refrigerator section of TT162A has separate butter and cheese compartment; egg racks; deep door, extra-capacity storage bin; and large sliding porcelain crisper.

The freezer compartment features 3 fast-freezing shelves; slide-out basket; deep door racks and juice can dispenser. *Gibson Refrigerator Sales Corp., Sub. Hupp Corp., Greenville, Mich.*



TRAVELAIRE Air Coolers

Four 1961 Travelaire portable air coolers combine console cabinetry with powerful room cooling capacity; feature "Verticool" slim furniture

styling; need no accessories, table or cart; 3-speed operation, separate water pump motor; automatic adjustable thermostat; "Pivotrol" all-direction grille; "Tilt-back" full-width water trough, germ-proof "Corobex" self-purifying filter; limed walnut grained vinyl bonded cabinet; recessed water level gauge, instant "Dial-a-matic" ventilation or cooling, choice extra-large dual blowers.

The line includes 2 personal models: No. 861 deluxe with classic furniture styling, and budget No. 831, with sheer look; 2 "Verticool" models: Consol-Aire No. 1061 and Consol-Cool No. 961. Prices, from \$39.95 for budget model to \$89.95 for No. 1061. Accessories include Mobile Cart for Nos. 831 and 861, \$9.95; and TL-91 low-boy stand, \$3.95.

Metalaire Products Div., McGraw-Edison Co., Phoenix, Ariz.

SOCIABLE Cooler

A compact refrigerator, styled to give long-term service in home or office, has 3.5-cu.-ft. capacity; cools 120 6-oz. or 72 12-oz. bottled beverages; 4 standard-size quick-release ice trays supply over 8 lbs. ice cubes; 1/4-hp hermetically sealed unit maintains a safe and dependable cooling between 30 to 40 degs. All stainless steel service top with easy-glide top opening lid provides convenient place for coffee-maker, blender, ice crusher or other small appliances; may be plugged into any outlet. Ivory, yellow or Malibu blue finishes; 4 vinyl-clad finishes: light oak, walnut grains, blue-green or light yellow fabric-textured vinyl.

Standard equipment includes a set of 4 14-in. anodized aluminum legs, choice of bottle opener-cap catcher or



bottle-can opener on decorative chain. Other accessories include caster legs with storage shelf and lid lock with 2 keys.

Price, \$186.95. Beverage-Air Co., Spartanburg, N.C.

FULL MARKUP TRAFFIC STOPPER

129⁹⁵

LIST
(Slightly higher South and West)

Self-contained dual channel stereo hi-fi



Model 9700

- BIG! 37" long x 30" high x 16 1/4" deep
- Deluxe 4-speed stereo phono
- Dual sound system, acoustically balanced: 2 heavy-duty woofers; 2 coaxially mounted tweeters; 2 mid-range speakers

- Dual amplifiers
- Separate 2-channel volume controls
- Full-range tone control
- Provision for external speakers
- Grained Mahogany, Grained Oak, Grained Walnut finishes

NEW
FOR
1961
FROM

Olympic

DIVISION OF THE SIEGLER CORPORATION

ADVERTISED IN LIFE • LOOK • POST • HOUSE BEAUTIFUL • HOUSE & GARDEN • LIVING • GOOD HOUSEKEEPING • EBONY • N. Y. TIMES MAGAZINE • "THIS WEEK" SUPPLEMENT
Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leader in Combinations • TV • Stereo Hi-Fi • Radios • Phonographs



A porcelain repair kit for all colors of appliances, "Porcelain Patch," is announced by ASSCO. The patch comes in 6 standard colors: pink, blue, green, yellow, brown as well as white. A special capsule of color pigment is the secret of the new package. The user adds color contents of capsule to white glaze to obtain proper shade. Includes filler, glaze, sandpaper, pigment, brush and mixing bowl. Automatic Service Supply Co., 17225 Sherwood, Detroit 12.

NEW PROFIT MAKERS!!

Cordomatic® Reels

AUTOMATICALLY
RETRACTING

Cordomatic Reels feature savings, safety, convenience...make your selling job easier and more profitable.

Quicker turnover and higher profit margin. Unequaled guarantee and service. Productive advertising and merchandising backing.

NEW! HANDY-LITE REEL

1001 uses — all around the house
A brand new sales maker... automatic light and power, when and where it is needed — indoors or outdoors, home workshop, patio, garage — all around the house. Cord locks at any desired length, up to 20 feet, retracts automatically into case when not in use; built-in electric outlet in pistol-grip handle; mounts on ceiling or side wall; Model 500. \$8.95 retail.

NEW! MOBILE-LITE REEL

Designed for modern living
... completely portable illumination and power all around the house — basement, workshop, garage, attic, patio, etc. Includes built-in electric outlet. Simply plug in and carry Mobile-Lite to point of use. Swivels in any direction; cord locks at any desired length up to 20 feet and automatically retracts when not in use. Completely portable, can be set on table or hung on wall. Accommodates 150 Watt sun-lamp, floodlight, spotlight or incandescent bulb.
Model 505. \$10.95 retail.

NEW! PORTABLE OUTLET REEL

A happy solution to placing an electric outlet where one isn't — carry electric outlets to where they are needed — indoors or outdoors — home, workshop, patio, garage. A real profit maker, its cord extends to 15 feet, locks at any desired length and retracts into attractive reel housing when not in use. 3-way outlet operates 3 household appliances or tools at once... completely portable, can be set on table or hung on wall. Decorator styled for use anywhere. Fully guaranteed — quality built for long service. Available in Desert Beige, Ebony Brown, and White, Models 510D, 510E, and 510W. \$8.95 retail.

WRITE FOR FREE LITERATURE describing other Cordomatic Reel models for every use in all sizes and lengths.

All Cordomatic Products are Unconditionally Guaranteed. UL Approved.

Cordomatic®

1712 W. Indiana Ave., Philadelphia 32, Pa.

America's Leading Manufacturers of Automatic Cord Reels for Home and Industry Since 1929

CHILTON 1961 Housewares

A 2-to-9 cup spoutless, dripless percolator and an 11½-in.-square aluminum buffet frypan are added to 1961 Chilton line.

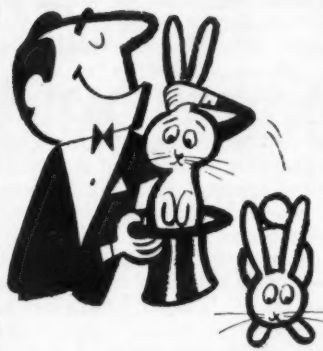
The percolator has a polished aluminum body, black cover, base and plastic handle; sealed element with safety thermostat.

Frypan has new side handles, vented cover, black plastic feet, handles and

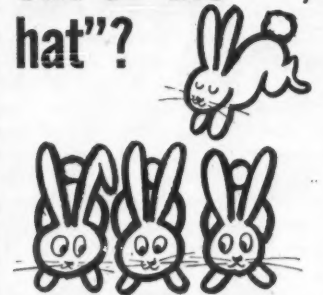


cover knob; vertical automatic probe heat control under handle which is removable for immersing pan; 1150w element.

Price, percolator, \$4.95; frypan, \$19.95. The Aluminum Specialty Co., Manitowoc, Wis.



stocks low?
need someone
to "pull one
out of the
hat"?



CALL
GraybaR

988

GENERAL ELECTRIC Portable TV

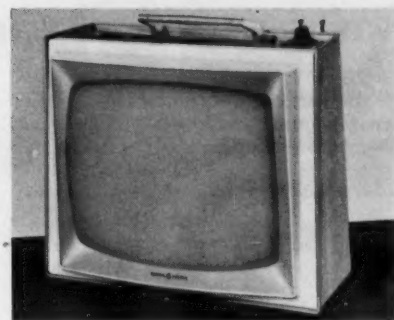
A 19-in. power transformer portable, "Celebrity" M202WGN is announced. It has a high impact polystyrene cabinet in smoke green and antique



white; top controls; luggage-type carrying handle; monopole antenna; and is 12½ in. deep at bottom; tapers toward the top.

The set uses the 114-deg. Daylight blue picture tube, full-power transformer chassis; features vertical and horizontal blanking circuits; agc; width control; high voltage picture tube guard and shadow grid pentode tuner. Also available for UHF.

Step-up "Golden Celebrities" sets with chrome carrying handle, in 3 color combinations: fawn and antique white; ivory and antique; cordovan and antique. Each comes in a companion model featuring a UHF tuner. "Celebrity" cabinet design offers maximum accessibility to all parts of chassis for servicing. Bottom, back and sides molded in 1 piece; top con-



trol panel, picture tube and chassis are a single assembly; separating the 2, exposes the entire chassis for servicing. An accessory is a custom tailored "carry-over" of double textured plaid rayon with waterproof backing. Price, "Celebrity," \$159.95. General Electric Radio & TV Div., Electronics Park, Syracuse, N. Y.

News From Pentron

GIVE ESQUIRE OR CORONET FREE FOR A FULL YEAR with a Pentron 5-day free home trial!

Here's a program with lagniappe. Your prospect tries the Pentron Tape Recorder at his home, free for 5 days, and gets his choice of a year's subscription to Esquire or Coronet to boot. The magazine is his whether he buys the Pentron or not. What a sweet deal. This is one you'll really want to move with—fast! Your Pentron Distributor Salesman will be in touch with you about it. If you can't wait, call your Distributor, or call us at the factory.

*Creole talk, meaning "something extra."

Model AR-62 Astra-Sonic II Tape Recorder

- Full year guarantee on both parts and labor.
- Exclusive Pentrodyne Flywheel Assembly for smooth, vibration-free operation.
- Hand-crafted, hand-wired chassis.
- Piano Key operation plus Pause Control.

PENTRON

PENTRON SALES CO., INC.

Subsidiary of Pentron Electronics Corporation, 779 South Tripp Avenue, Chicago 24, Illinois



WESTINGHOUSE Terrace Top Range

A 30-in. split-level, terrace top range is announced. The range top has rear cooking units on a level higher than front units so handles of pans on top



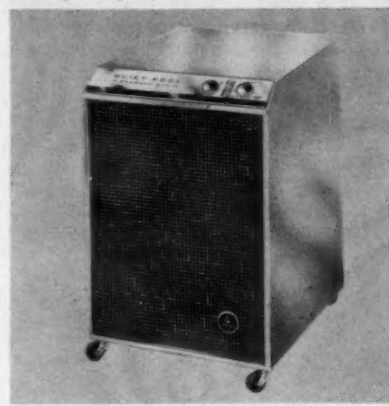
level are elevated above handles on lower level. Lower level, less than standard 36-in. height, is more convenient for preparing foods that require stirring. Elimination of "back-splash" allows range to be set into a countertop between cabinets. "Fine tuning" controls are built into top panel, at side. Only one 230v connection is required for installation. A panel frame below oven door permits use of decorative panels of wood, vinyl or other materials to blend with kitchen decor; comes in white, aqua, pink, yellow or copper-tan. Also features a removable oven door; plug-out oven heaters; lift-up surface units; enamel broiler pan; enamel drip pans beneath surface units. Westinghouse Electric Corp., Electric Appliance Div., Columbus 16, O.

QUIET KOOL Dehumidifiers, Air Purifiers

Emerson Radio has added a new line of Quiet Kool dehumidifiers and air purifiers.

Quiet Kool No. DA-3 incorporates a dehumidifier and air purifier into a single, compact unit. It contains an air purification system of 2 germicidal lamps and 2 giant activated charcoal filter cells to remove dust, dirt, soot and odors; an automatic humidistat which turns unit on or off according to pre-set level of humidity desired; overflow guard turns unit off automatically to prevent overflow; and an overflow signal light lights up when bucket is full. Zinc-coated steel cabinet finished in baked enamel; gold grille front and rear; 1/5-hp compressor; 4-gal. plastic bucket; 18-in. hose; ballbearing casters.

Two other dehumidifiers: DA-2 has all features of DA-3 without air purifier; DA-1 is a promotional leader. Prices, DA-3, \$118; DA-2, \$98; DA-1, \$78. Emerson Radio & Phono Corp., Jersey City 2, N. J.



Coolerator® brings you ... the 3 most exciting air conditioner sales-makers of 1961!

1 Cleanest cool air of any room air conditioner!

COOLERATOR CUSTOM SERIES with Lectrofilter® Air Cleaner removes nearly all airborne particles! With the Custom, you can offer the features of other top air conditioners, plus electrostatic air cleaning and at competitive prices! Sizes up to 19,100 B.T.U.'s. Also available without Lectrofilter unit.



2 JIFFY-MOUNT for new compact models!

COOLERATOR COMPACT SERIES with JIFFY-MOUNT lets you sell those who want to take their cooling home with them! And the Compact fits even narrow windows, delivers big capacity! 6000 to 8600 B.T.U. sizes for 115 or 230 voltages, plus reverse cycle models. Also available for standard mounting.



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1. QUALITY PRODUCTS! Actual service records show Coolerator ranks at the top of the industry for dependable performance!

2. FEATURES THAT SELL! With all the popular features, Coolerator products give you plenty to talk about!

3. DIRECT FROM FACTORY PURCHASING! You make better grosses... have supply and service points nearby!

4. PROTECTED TERRITORIES! A market area for every dealer—with protection—assures higher profit sales volume!

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In Canada: 574 Fourth Line, Oakville, Ontario

PRODUCT OF



Finest in Home Comfort Appliances



MAIL THIS COUPON TODAY!

ALBION DIVISION, DEPT. AC-26

McGraw-Edison Company, Albion, Michigan

Please send complete information on the new 1961 Coolerator Room Air Conditioners.

Dealer Name _____

Company _____

Street _____

City _____

State _____

TEMCO Announces Dishwasher

Compact, full-capacity electric dishwasher which can be inexpensively installed in any of 11 kitchen locations featuring "wave-of-water" wash action and steam purification is announced by Temco.

The unit can be changed from 1 location to another or converted into a mobile appliance, or moved with other household goods.

Made in 3 sizes, the medium-size unit is comparable in capacity to other dishwashers. The "horizontal-rectangular" shape allows either front or top loading of the dishrack and provides flexibility of installation. Can be installed on the wall, countertop, recessed in wall, above sink or undercounter.

Two models are 18 in. high, the other, 15 in. Depth of the 2 models is 13 in., matching depth of kitchen wall cabinets, which allows installation on countertop, below cabinet, and still leaves 1/2 or more countertop as work space. All 3 models are 30 in. wide.

The 3 models hold service for 6, 10 and 15 people. Two mobile-type dishwashers are offered: a "roll-about" on a stand with casters or a "counter-top mobile" with concealed cord and hose.

In the "wave-of-water" action, solid streams of hi-velocity water generated by a 1/3-hp motor and oscillated slowly back and forth by a second motor produce an ever-changing deluge over dishes and utensils. Fresh hot water is added continuously throughout the wash and rinse cycle to provide 7 changes of water. Food particles are removed during each change, yet the entire operation requires only 7 1/2 gal. water. Can be pre-set to clean heavily or slightly soiled tableware, and the complete cycle takes 12 1/2 min.

An exclusive steam cycle automatically follows the wash-rinse cycle: For 12 1/2 min. 212-deg. steam is fogged over dishes, condenses onto dishes as distilled water displacing hardwater droplets. **Ling-Temco Electronics Inc., Temco Industrial Div., Box 6191, Dallas 22.**



CHAMBERS Built-Ins

An all-new line of gas and electric matched built-ins is announced by Chambers. An innovation is an electric oven that defrosts frozen foods, cooks them automatically, using only a few minutes of fuel, then keeps them hot until time to serve, automatically, with no further attention.

An all-electric countertop range with smokeless In-A-Top broiler and griddle and 4 surface elements is included. The broiler rises counter-high at flick of handle; broiler and griddle are thermostat-controlled with electric eye "heat miser" and infinite settings on all elements. The deluxe range mounts on a 42-in. cabinet.

A complete line of 7 gas and electric built-in ovens have "decorator doors" in antique copperlux, satin chrome, 4 colors. Chambers Built-Ins Co., 2012 N. Harlem Ave., Chicago 35.



There are
plus profits
in Paragon
appliance
timers



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1638 Twelfth St. • Two Rivers, Wis.

TIME IS MONEY — CONTROL IT WITH PARAGON

FEBRUARY 6, 1961

PHILCO 1961 Portable TV Line

In portables the new 19-in. set, No. 3208, comes in charcoal blue, has a telescopic pivot-tenna. Charcoal blue is also the color of the Compact 19,



No. 3700, with front controls, illuminated dial, pivot-tenna and cool chassis construction.

Lowest priced of the 2 new 23-in. models is No. 4323 "Cumberland"; it has steel cabinet ebony finish; out-front speaker system; built-in antenna; bonded filter picture tube; an ebony and brass base No. T484 is a coordinated optional.

No. 4324 "Westport" is finished to match mahogany, blond oak or walnut furniture; has illuminated channel indicator and out-front speaker system.

No. 4805 "Belair" is a horizontal console with illuminated projection window tuning; matched maple, mahogany or walnut furniture.

No. 4811 "Stafford" has 6-in. out-front speaker, finished to match wal-

nut, blond oak, or mahogany furniture.

No. 4813 "Collingswood" has 2 speakers out front, window-lite tuning with swivel casters.

No. 4817S "Yorktowne" mounted on swivel base finished to match mahogany or blond oak furniture; has 2 speakers out front; window-lite tuning.

No. 4821 "Westminster" is a horizontal console of genuine solids and veneers in mahogany, cherry or walnut; also has 2 speakers out front and window-lite tuning.

Philco continues its all-transistor, battery-operated portable, "The Safari," in a choice of brown or black leather cabinets. All have 90-day warranty on service labor, parts.

Prices, from \$169.95 for No. 3208 to \$339.95 for No. 4821. Philco Corp., Tioga and "C" Sts., Philadelphia 34.



But lady, we do carry GENERAL ELECTRIC Fans!

It's a proven fact that 7 out of 10 potential fan customers prefer General Electric Fans.*

When the hot summer sun blisters the pavements, tension builds up . . . nerves tighten.

Customers loot cookie jars, rob banks (Junior's, of course!) and hurry down to their dealer's—YOU—to get the General Electric Fan of their dreams. What happens when they don't see it right away? They break up! Who can take it!

So, play it safe two ways: First, stock up on those dependable General Electric Fans—the brand customers are pre-sold on. Don't forget, General Electric's Written Warranty gives you extra selling power

—extra servicing benefits.

Second, put up lots of those traffic-stopping displays so your customers will know that you carry those dependable General Electric Fans. Then, they won't get nervous. *You'll sell a lot more fans, too!*

General Electric Co., Automatic Blanket & Fan Dept., Bridgeport 2, Conn.

*In a national survey of 13,438 adults by Daniel Starch and staff, reported in May 1958, 67% of those who mentioned a specific brand stated a preference for General Electric Fans.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE

DELIVERS
THE
COMFORT
YOU
SELL!



C-100C-50

ONLY THE NEW RCA WHIRLPOOL ROOM AIR CONDITIONERS

give you the sales advantages
of "pull-through" design
plus full-width air discharge.

RCA WHIRLPOOL air conditioner models are made for most every cooling need to deliver the comfort you sell. They range from 6,800 BTU. rating on up to 22,000 BTU. There are through-the-wall models, reverse-cycle models, casement models, conventional models plus the revolutionary remote-control models. With two-way air direction control they spread cool air in two directions at the same time. They are whisper-quiet in operation, thermostatically controlled and excellent for removing stale air. Beautifully styled, they deliver maximum BTU output per watt input. Get the full story from your distributor.

Join up! . . . it's easier to sell
RCA WHIRLPOOL than sell against it!



CORPORATION
ST. JOSEPH, MICHIGAN

Staggered coil system

The cooling coils are located at the intake. This allows greater coil area and assures more efficient and freer passage of "pull-through" air through the coil and does not obstruct full-width air discharge. Thus, they provide greater all-over air conditioning comfort and humidity reducing efficiency. Filters are permanent, washable type.

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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Another "profit-maker" for you!

RCA WHIRLPOOL dehumidifiers provide new comfort for the family . . . protect against mildew, mold, dampness and damp odors. The RCA WHIRLPOOL dehumidifier can extract almost four gallons of moisture from the air in a single day. An ideal combination with RCA WHIRLPOOL air conditioners to give maximum comfort.



ADI-10C

PEOPLE
IN THE
NEWS



POYNER
of Norge

General Electric—Norman R. Huey has been appointed manager-new products projects for the radio receiver department, a new post. He formerly was manager-merchandising for the department.

Robbins & Myers, Inc.—George F. Sleight was appointed general sales manager of both the Hunter and Trade-Wind divisions. He was western regional sales manager of both.

General Time Corp.—Roland B. Hally was elected a vice president and general manager of the Westclox division. He was manager of the company's plant at Athens, Ga. Lester B. Cordes Jr. was appointed assistant general manager of the division.

Norge—Edna Poyner was named director of the Norge home service department. She succeeds Mrs. Jessie Cartwright who was named home economics director of laundry and cleaning appliances. Miss Poyner had been assistant home service director since early 1960.

Sylvania—George P. Lyon was named marketing administrator for Sylvania Home Electronics Corp., marketing subsidiary. He was administrative engineer of the home electronics division. Charles H. Belzer was named general manager of the Chicago branch and Robert J. Flanagan was named Milwaukee division district sales manager.

United Audio Products—Hal Dennis was named national sales manager. He was sales director of Westminster records.

Norris-Thermador—Francis J. Brand was chosen district sales manager for metropolitan New York and northern New Jersey for the Thermador division.

Carrier—Hermann C. Hoffman was named to the new post of general sales manager of Carrier Air Conditioning Co. Other appointments: manager of direct sales, John F. Kooistra; manager of distributor sales, George T. Long; director of marketing services, John F. Manion, formerly manager of distributor sales in the southeastern region. The company was formed within the Carrier Corp. by the merger of two divisions, one handling products sold through dealers, the other, larger equipment sold to contractors.



SLEIGHT
of Trade-Wind



HALLY
of General Time

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SAN FRANCISCO: **Thomas H. Car-
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PORTLAND: **Scott Hubbard**, Pacific
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CA. 3-5118.

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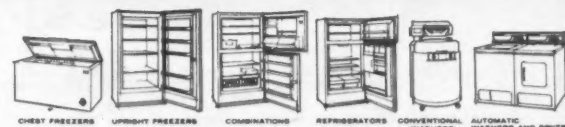
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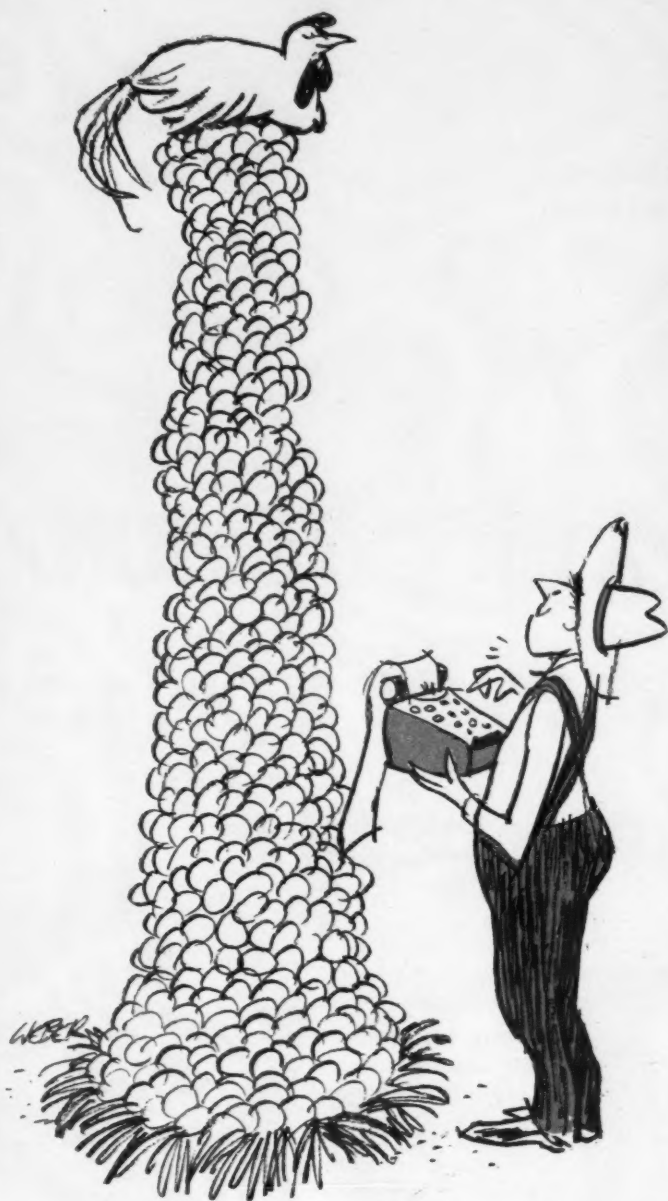
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Why not... if you *know* what to expect? And if you sell Chrysler Room Air Conditioners this year... you *know*! Place a modest order and you *know* you'll be cruising the sunny Caribbean this Fall as a guest of Chrysler. With capacities from 6,000 to 28,000 BTUH, you *know* you have the line to fill any customer's need. And you *know* you have the features to clinch the sale: exclusive Weather Seal, Universal Mounting Kit, and the amazing Air Door that delivers cool air 50% farther, with 46% less noise. Can you miss? You can't! So call your local Chrysler Distributor today. And start counting!



Chrysler Corporation, Airtemp Division, Dept. BH-21A, Dayton 4, Ohio

A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES	107	108	125	14.4% down*
appliance-radio-TV index (1957 = 100)				(Sept. 1960 vs. Sept. 1959)
RETAIL SALES	18.5	18.5	17.8	3.9% up
total (\$ billions)				(Nov. 1960 vs. Nov. 1959)
APPLIANCE-RADIO-TV STORE SALES	307	317	347	11.5% down
(\$ millions)				(Nov. 1960 vs. Nov. 1959)
CONSUMER DEBT + +	288	290	303	4.6% down
owed to appliance-radio-TV dealers (\$ millions)				(Nov. 1960 vs. Nov. 1959)
FAILURES	38	30	16	137.5% up
of appliance-radio-TV dealers				(Dec. 1960 vs. Dec. 1959)
HOUSING STARTS	72.1	94.6	109.1	33.9% down
(thousands)				(Nov. 1960 vs. Nov. 1959)
AUTO OUTPUT	96.0**	94.2**	173.2**	44.6% down
(thousands)				
PERSONAL CONSUMPTION EXPENDITURES	18.3+	18.7+	19.1+	4.2% down
for furniture-household equipment (\$ billions)				(3rd qtr. 1960 vs. 3rd qtr. 1959)
DISPOSABLE INCOME	357.5	354.1	338.5	5.6% up
annual rate (\$ billions)				(3rd qtr. 1960 vs. 3rd qtr. 1959)
CONSUMER SAVINGS	29.0	25.2	22.5	28.8% up
annual rate (\$ billions)				(3rd qtr. 1960 vs. 3rd qtr. 1959)
EMPLOYMENT	66,009	67,182	65,699	0.5% up
(thousands)				(Dec. 1960 vs. Dec. 1959)

*New index being used. Federal Reserve Bulletin, September, 1960 (seasonally adjusted).

**Figures are for week ending Jan. 28, 1961, and preceding week (revised).

+Figures are for quarters.

+ +Federal Reserve Bulletin figures (revised).

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1960 (Units)	1959 (Units)	% Change
AIR CONDITIONERS, Room	Nov.	87,400	310,600	-71.86
	11 Mos.	1,459,900	1,612,700	-9.47
DISHWASHERS	Nov.	47,600	57,700	-17.50
	11 Mos.	509,700	482,200	+5.70
DRYERS, Clothes, Electric	Dec.	80,090	86,529	-7.44
	12 Mos.	807,140	905,192	-10.83
	Dec.	38,616	48,104	-19.72
	12 Mos.	430,827	476,583	-9.60
FOOD WASTE DISPOSERS	Nov.	60,100	67,200	-10.57
	11 Mos.	675,500	711,000	-4.99
FREEZERS	Nov.	73,000	64,900	+12.48
	11 Mos.	1,017,200	1,142,200	-10.94
PHONOGRAPH SHIPMENTS	Nov.	520,792	621,461	-16.20
	11 Mos.	4,104,319	3,741,299	+9.70
RADIO PRODUCTION	Week Jan. 20*	174,648	211,559	-17.45
(excludes auto)	3 Weeks*	457,773	514,563	-11.04
RADIO RETAIL SALES	Nov.	941,521	1,061,634	-21.31
	11 Mos.	8,326,275	7,142,424	+16.57
TELEVISION PRODUCTION	Week Jan. 20*	100,152	141,291	-29.12
	3 Weeks*	251,894	384,292	-34.45
TELEVISION RETAIL SALES	Nov.	521,886	598,070	-12.74
	11 Mos.	5,176,905	5,046,971	+2.57
REFRIGERATORS	Nov.	253,300	265,900	-4.70
	11 Mos.	3,153,000	3,502,400	-9.98
RANGES, Electric, Standard	Nov.	65,000	72,500	-10.34
	11 Mos.	779,300	854,000	-8.75
	Nov.	52,500	71,500	-26.57
	11 Mos.	617,300	685,300	-9.92
RANGES, Gas, Standard	Dec.	93,200	126,700	-26.44
	12 Mos.	1,474,200	1,657,300	-11.05
	Dec.	24,400	30,400	-19.74
	12 Mos.	341,600	355,000	-3.77
VACUUM CLEANERS	Dec.	254,631	293,818	-13.34
	12 Mos.	3,313,226	3,420,830	-3.15
WASHERS, Automatic & Semi-Auto	Dec.	180,139	215,338	-16.35
	12 Mos.	2,562,183	2,934,073	-12.67
	Dec.	43,392	48,898	-11.26
	12 Mos.	712,028	899,303	-20.82
WASHER-DRYER COMBINATIONS	Dec.	9,286	14,341	-35.25
	12 Mos.	151,111	196,175	-22.97
WATER HEATERS,	Nov.	52,300	31,000	+68.71
Electric (Storage)	11 Mos.	621,200	739,000	-15.94
WATER HEATERS, Gas (Storage)	Dec.	181,400	192,900	-5.96
	12 Mos.	2,661,500	2,953,600	-9.89

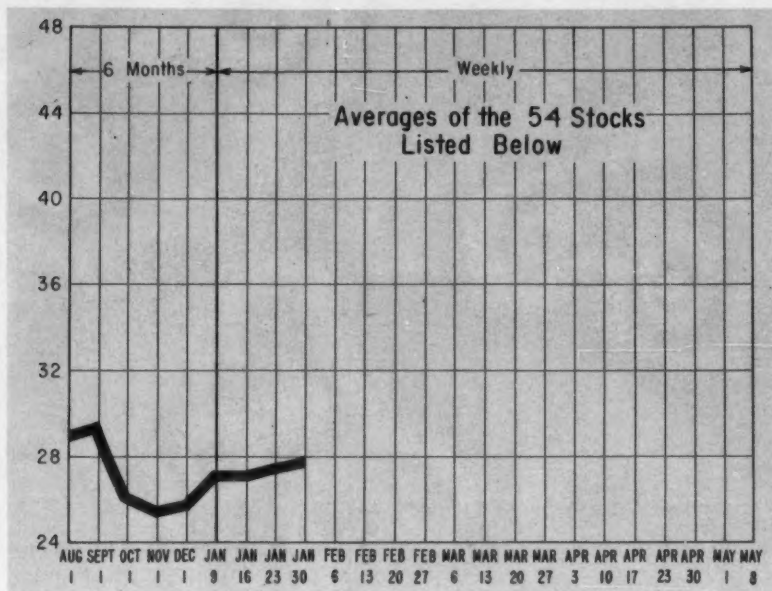
*1961 vs. 1960

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

ELECTRICAL MERCHANDISING WEEK

TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1960 High	Low	Close Jan. 23	Close Jan. 30	Net Change
NEW YORK EXCHANGE					
Admiral	237 ⁷ / ₈	10	121 ¹ / ₂	121 ⁷ / ₈	— 3 ⁷ / ₈
American Motors 1	291 ¹ / ₂	171 ¹ / ₂	183 ³ / ₈	181 ⁷ / ₈	— 1 ¹ / ₄
Arvin Ind. 1	271 ¹ / ₂	163 ³ / ₄	211 ¹ / ₄	201 ¹ / ₂	— 3 ³ / ₄
Borg Warner 2	481 ¹ / ₂	317 ⁷ / ₈	381 ¹ / ₄	371 ¹ / ₄	— 1
Carrier 1.60	413 ³ / ₄	271 ⁷ / ₈	391 ⁷ / ₈	371 ⁷ / ₈	— 2
CBS 1.40B	451 ¹ / ₄	345 ⁷ / ₈	373 ³ / ₄	371 ⁷ / ₈	— 5 ⁷ / ₈
Chrysler 1	711 ⁷ / ₈	373 ⁷ / ₈	391 ⁷ / ₈	391 ⁷ / ₈	—
Decca Records 1.20	393 ³ / ₄	173 ⁷ / ₈	343 ³ / ₈	333 ⁷ / ₈	— 1
Emerson Electric 1	581 ¹ / ₂	33	57	573 ³ / ₄	+ 3 ³ / ₄
Emerson Radio .50F	221 ⁷ / ₈	111 ⁷ / ₈	123 ⁷ / ₈	121 ⁷ / ₈	— 1 ¹ / ₄
Fedders 1	203 ⁷ / ₈	155 ⁷ / ₈	181 ⁷ / ₈	175 ⁷ / ₈	— 1 ¹ / ₂
General Dy. 1.75E	533 ⁷ / ₈	331 ¹ / ₂	433 ⁷ / ₈	441 ¹ / ₄	+ 7 ⁷ / ₈
General Elec. 2	997 ⁷ / ₈	66	677 ⁷ / ₈	701 ¹ / ₄	+ 23 ⁷ / ₈
General Motors 2	557 ⁷ / ₈	401 ¹ / ₄	43	443 ⁷ / ₈	+ 15 ⁷ / ₈
General Tel & El .76*	341 ⁷ / ₈	243 ³ / ₄	265 ⁷ / ₈	271 ¹ / ₄	+ 5 ⁷ / ₈
Hoffman Elec. 45P	301 ¹ / ₄	15	175 ⁷ / ₈	163 ³ / ₄	— 7 ⁷ / ₈
Hupp Corp. .37T	131 ¹ / ₄	63 ³ / ₄	83 ⁷ / ₈	83 ⁷ / ₈	—
Magnavox 1	55	313 ³ / ₄	523 ³ / ₄	541 ¹ / ₄	+ 11 ¹ / ₂
Maytag 2A	441 ¹ / ₂	31	383 ⁷ / ₈	397 ⁷ / ₈	+ 11 ¹ / ₂
McGraw-Edison 1.40	453 ³ / ₄	28	367 ⁷ / ₈	383 ⁷ / ₈	+ 17 ⁷ / ₈
Minn. M&M .60	88	60	711 ¹ / ₄	731 ¹ / ₂	+ 2
Montgomery Ward 2	553 ⁷ / ₈	251 ¹ / ₂	281 ⁷ / ₈	29	+ 1 ⁷ / ₈
Monarch .30E	191 ⁷ / ₈	113 ³ / ₄	141 ¹ / ₂	143 ³ / ₄	+ 1 ¹ / ₄
Motor Wheel 1	231 ¹ / ₄	11	131 ³ / ₄	125 ⁷ / ₈	— 11 ⁷ / ₈
Motorola 1	98	601 ¹ / ₂	79	77	— 2
Murray Corp.	291 ⁷ / ₈	245 ⁷ / ₈	28	275 ⁷ / ₈	— 3 ⁷ / ₈
Philco 1/4G	381 ¹ / ₄	16	187 ⁷ / ₈	181 ¹ / ₂	— 3 ⁷ / ₈
RCA 1B	783 ⁷ / ₈	461 ¹ / ₂	531 ¹ / ₄	565 ⁷ / ₈	+ 33 ⁷ / ₈
Raytheon 2.37T	533 ⁷ / ₈	301 ¹ / ₄	391 ¹ / ₄	373 ⁷ / ₈	— 17 ⁷ / ₈
Rheem .60	287 ⁷ / ₈	12	153 ⁷ / ₈	151 ⁷ / ₈	— 1 ¹ / ₄
Ronson .60	143 ⁷ / ₈	93 ³ / ₄	13	133 ⁷ / ₈	+ 7 ⁷ / ₈
Roper GD	241 ¹ / ₄	141 ⁷ / ₈	211 ⁷ / ₈	20	— 11 ⁷ / ₈
Schick	163 ³ / ₄	73 ³ / ₄	93 ⁷ / ₈	103 ¹ / ₄	+ 13 ⁷ / ₈
Siegler Corp. .40B	43	233 ⁷ / ₈	29	29	— 1
Smith A. O. 1.60A	533 ⁷ / ₈	293 ³ / ₄	33	341 ¹ / ₄	+ 11 ¹ / ₄
Sunbeam 1.40A	641 ¹ / ₂	481 ¹ / ₂	531 ¹ / ₂	52	— 11 ¹ / ₂
Welbilt .10G	77 ⁷ / ₈	4	43 ⁷ / ₈	5	+ 5 ⁷ / ₈
Westinghouse 1.20	65	441 ¹ / ₄	453 ³ / ₄	465 ⁷ / ₈	+ 7 ⁷ / ₈
Whirlpool 1.40	347 ⁷ / ₈	22	283 ⁷ / ₈	293 ⁷ / ₈	+ 1
Zenith 1.60	1293 ⁷ / ₈	891 ⁷ / ₈	107	111	+ 4
AMERICAN EXCHANGE					
Casco Pd. .35E	10	63 ³ / ₄	101 ¹ / ₄	101 ¹ / ₄	—
Century Elec. 1/2	97 ⁷ / ₈	53 ³ / ₄	61 ¹ / ₄	63 ⁷ / ₈	+ 3 ⁷ / ₈
Herold Rad.	77 ⁷ / ₈	3 ³ / ₄	7 ⁷ / ₈	7 ⁷ / ₈	—
Ironrite .25T	101 ¹ / ₂	55 ⁷ / ₈	57 ⁷ / ₈	6	+ 1 ⁷ / ₈
Lynch Corp. (Symphonic)	15	81 ¹ / ₄	103 ³ / ₄	105 ⁷ / ₈	— 1 ⁷ / ₈
Muntz TV	61 ¹ / ₂	31 ¹ / ₂	41 ¹ / ₂	43 ⁷ / ₈	— 1 ⁷ / ₈
National Presto	165 ⁷ / ₈	105 ⁷ / ₈	141 ¹ / ₄	151 ¹ / ₂	+ 11 ¹ / ₄
Nat. Un. Elec. (Eureka)	37 ⁷ / ₈	13 ³ / ₄	21 ⁷ / ₈	21 ⁷ / ₈	—
Proctor-Silex	97 ⁷ / ₈	51 ⁷ / ₈	53 ⁷ / ₈	61 ¹ / ₂	+ 11 ⁷ / ₈
Republic Trans.	61 ¹ / ₄	35 ⁷ / ₈	45 ⁷ / ₈	47 ⁷ / ₈	+ 1 ¹ / ₄
Telectro Ind.	213 ⁷ / ₈	111 ⁷ / ₈	123 ⁷ / ₈	121 ⁷ / ₈	— 1 ¹ / ₄
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	51 ¹ / ₂	51 ¹ / ₂	—
Trav-ler Radio	—	—	63 ³ / ₄	63 ³ / ₄	—
Webcor	—	—	111 ¹ / ₄	105 ⁷ / ₈	— 5 ⁷ / ₈

A—Also extra or extras. B—Annual rate plus stock dividend. D—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date. *Minn M&M, Motorola, Gen Tel & El announced stock splits during first six months 1960.

ANALYSIS: The market responded enthusiastically to President Kennedy's address to Congress. As a result, stock prices rose steeply on all fronts, with electronics getting more than their share. General Electric, General Motors, Zenith and RCA all reported gains. At this stage there is no doubt about one thing: The new administration has given the

market a shot in the arm. As was expected, however, experts' reaction was mixed. Some continued to maintain that a sharp decline is in the making, despite the rejuvenated market activity, while others (mostly investors) were convinced the recession is on the wane. The EM WEEK chart is up 1/4 pt. Three new highs this week.



MISS THE BOAT!

Just relax. Take it easy. Don't worry about making more money selling room air conditioners this year. If you play your cards right—and don't get in an early order for Chrysler room units—you can miss the boat without even half trying. And you can be at home in the cold this fall, while other dealers are cruising the sunny Caribbean...all expenses paid, of course. But just in case you don't want to miss the boat, call your local Chrysler Distributor today. He'll give you the story on the most exciting incentive—and most profitable line—that have ever been launched!

CHRYSLER
AIRTEMP

Chrysler Corporation, Airtemp Division, Dept. BH-21, Dayton 4, Ohio

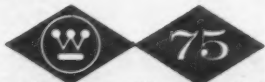
FOR 1961 ONLY WESTINGHOUSE INSTALLS IN JUST 60 SECONDS



When it comes to installation, the Westinghouse Mobilaire® has never had any real competition. The 1961 model doesn't either. Special window mounting frames make it the easiest to install—in any type of window. The Mobil-Cart accessory allows quick room-to-room movement. No lifting or carrying is necessary. The 1961 Westinghouse Heavy Duty line offers

POWER for cooling extra-large areas
PLUS capacity for hot, humid climates
PENETRATION for moving the cool, dehumidified air to the farthest corner

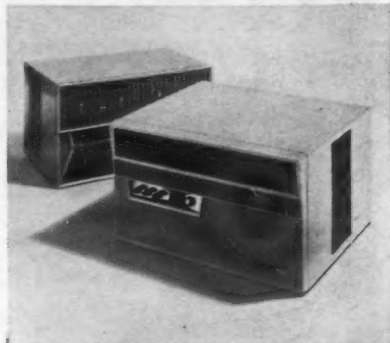
See your Westinghouse Distributor for all the facts. *You can be sure... if it's Westinghouse.*



Westinghouse Diamond Jubilee

For 1961, the Westinghouse line is more than improved...

IT'S ALL NEW



The 1961 Westinghouse line has new, quieter compressors; new, rugged fan motors; new, high capacity blower wheels; new, larger cooling coils and trouble-free controls. In fact, there isn't much about the 1961 line that hasn't been completely re-designed.

For 1961, new exclusive fully automatic operation holds temperature within

3 DEGREES



The 1961 Westinghouse is the first fully automatic room air conditioner. Customatic Comfort Control—found only in the new Westinghouse line—automatically controls the flow of cool air as room temperature changes. Gives maximum dehumidification, too.

For 1961, only Westinghouse softens the sound to

1/2 NOISE LEVEL



Compare a Westinghouse with anything on your floor. You'll find Westinghouse far quieter. And the Heavy Duty models have twice the air velocity with half the noise level. For a demonstration, back away from it till you can barely hear it, and you'll still feel it.

Westinghouse



ELECTRICAL MERCHANDISING WEEK

